

# ANDREW MCCARTHY

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## VOCATIONAL SUMMARY

**Accomplished hands-on studio manager w/15+ years of online, advertising, & packaging print-production experience**

- Possess engaging personality & tireless work ethic renowned for sustaining dynamic partnerships & resourceful leadership
- Intimate with intricacies of project management, studio staffing & motivating, client/co-worker diplomacy, workflow efficiency, time tracking, job estimating, art buying, vendor relations, manufacturing, marketing strategies, brand integrity
- Proficient in InDesign & QuarkXPress; skillful in Photoshop & Illustrator; capable in Fireworks, XHTML, BBEdit, Office, Acrobat, FileMaker Pro, Soundtrack Pro, Fontographer, FontLab, PitStop, Noosh, Cumulus, Merlin Content Manager
- Adept with Macs & hardware; versed in prepress file formats, color correction, trapping, & various printing methods

## EMPLOYMENT HISTORY

### **GOTHAM** NYC

**ASSISTANT DIRECTOR OF STUDIO OPERATIONS** JULY 2008–PRESENT

**Oversee studio servicing global clients Best Western, Credit Suisse, Hennessy, Lufthansa, Maybelline, & Newman's Own**

- Manage six artists & retouchers of print, POS, OOH, & presentation pitch studio; evaluate in-house & off-site retouching
- Negotiate studio costs per project; facilitate extensive file exchanges with international partner & client offices
- Support creative campaigns & teams throughout production stages; comply with fastidious brand guidelines

### **ELIRAN MURPHY GROUP** NYC

**STUDIO MANAGER** SEPT 2007–JULY 2008

**Managed print & online studio for arts ad agency accounts American Museum of Natural History, Thirteen, Whitney Museum**

- Administered technical support for 30+ computers internally & procured auxiliary service from off-site providers
- Heightened overall production & color correction standards; authored workflow & production guidelines for entire staff
- Researched & identified least-expensive consumables, software, & hardware, yielding significant annual savings

### **THE NEW YORK TIMES** NYC

**FREELANCE STUDIO MANAGER** SEPT 2005–JULY 2007

**Built two-shift freelance Marketing Services studio of 12 production artists & designers, photo editors, proofreaders, & traffic**

- Established first-ever studio separate from creative department, & streamlined workflow during dramatic reorganization
- Jointly negotiated work ownership between two unions, staff, & consultants as part of an evolving, demanding operation
- Processed 150 new jobs per week; directed studio design, photo color correction, & release of all print & online material
- Maintained servers; switched from QuarkXPress to InDesign; remedied fonts; ported art to digital asset management server
- Adopted Noosh online workflow manager & prepped for PPI PrintNet production software; wrote 40+ pages of procedures

### **HIRSCHHORN & YOUNG** NYC

**STUDIO MANAGER** OCT 2004–SEPT 2005

**Co-directed precision digital production of Chanel & Estée Lauder (Clinique) cosmetic, fragrance, & beauty aid packaging**

- Assigned & examined daily load of 50 mechanicals, typeset in up to 14 languages, generated by 18 production artists
- Ensured international regulatory & design compliance for product line extensions; reconciled departmental billing

### **DIMASSIMO CARR BRAND ADVOCATES** NYC

**PRODUCTION DESIGN DIRECTOR** JAN 2004–OCT 2004

**Staffed six-member agency studio specializing in innovative marketing for Comcast, Crunch, Instinet, Pfizer, & The Plaza Hotel**

- Devised & prompted adherence to workflow protocols; oversaw studio artists & proofreaders; mentored project managers
- Technically & logistically empowered coworkers, reducing dependence on studio; shared support services with IT dept.
- Generated consumables & labor cost calculations for redevelopment of pricing structures

### **WIEDEN + KENNEDY** NYC

**FREELANCE SENIOR PRODUCTION ARTIST** JULY 2007, AUG 2003–NOV 2003

**As part of a small studio, produced Avon, ESPN, Michael Jordan, NASCAR, Nike, School of Visual Arts, & Sega client matter**

- Built, revised, & released ads, POS, OOH, video game packaging, animated GIFs, & new business presentations

CONTINUES >

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## EMPLOYMENT HISTORY CONTINUED

### DEUTSCH NYC

**FREELANCE STUDIO MANAGER** MAR 2003–JULY 2003

**Ran second shift of busy 10-artist ad agency studio, generating materials for MCI, Pfizer, Revlon, Snapple, & Tommy Hilfiger**

- Estimated job requirements, pairing project managers with studio staff to fulfill client & new business workload needs

### BERTELSMANN MUSIC GROUP DIRECT NYC, OCT 1996–NOV 2002

**ASSOCIATE DIRECTOR, STUDIO & DIGITAL PRODUCTION SERVICES** NOV 2001–NOV 2002

**Presided over eight-artist direct mail studio as part of in-house production for North American music merchandiser**

- Interacted with 12 departments; negotiated schedules & staffing resources to guarantee deadline adherence
- Appraised inter-departmental workloads, seeking methods to maximize use of employee capabilities & contributions
- Conducted press checks of inline printing with variable imaging to increase efficiencies for studio & fulfillment centers

**STUDIO MANAGER** DEC 2000–NOV 2001

**Managed six production artists & construction of all customer-acquisition, retention, & dunning print devices**

- Educated artists in requirements that ensured scannability of order forms & postal discounts for mailing of BRCs & OEs
- Implemented CreoScitex Brisque film-replacement strategy; initiated FTP file delivery, reducing courier time & costs
- Co-evaluated new software; organized & ran training seminars; provided technical support to studio & creative staff

**SENIOR PRODUCTION ARTIST** OCT 1996–DEC 2000

**Typeset layered, repaginating music merchandise catalogs, direct mail, & ads utilizing scripting & proprietary software**

- Programmed Xdata styles to automate formatting of asset text & embedded images imported from Oracle database
- Employed use of fifth-color text changes in layered Quark files, achieving fewer plate changes on press
- Created for use by colleagues style & software procedure documentation

### SONY MUSIC NYC

**FREELANCE PRODUCTION ARTIST** APR–OCT 1996

**Revised & tailored array of music packaging, ads, & point-of-purchase items for international entertainment giant**

- Resized & revised art directors' ads; constructed CD, cassette, & vinyl packaging in multiple languages on tight deadlines

### SCHOLASTIC NYC

**FREELANCE PRODUCTION SUPERVISOR** JAN 95–APR 1996

**Oversaw second shift of seven production artists typesetting voluminous multi-grade national curriculum textbooks**

- Coached artist using intricate Quark templates; achieved goal of releasing to vendor several hundred files per week

## EDUCATION

### HUNTER COLLEGE, CUNY NYC

**BA, STUDIO ART** 3.6 GPA

**Coursework included advanced classes in QuarkXPress, Photoshop, photography, & silk-screening**