

ANDREW MCCARTHY

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SUMMARY

Accomplished hands-on graphic design production operations director of advertising, branding, & packaging in NYC

- My engaging personality & dedicated work ethic are renowned for sustaining dynamic partnerships & resourceful leadership
- Years of success are shaped by intimacy with design principles, production, manufacturing, retouching, copyediting, workflow efficiency analysis, technology implementation, storage optimizing, project management, talent development, & client/vendor relations
- Adobe Creative Cloud expertise (Illustrator, InDesign, & Photoshop primarily); adept in Microsoft 365 & Google Workspace; capable in Mural, FigJam, Figma, HTML/CSS, Frontify, Workfront, Smartsheet, Trello, Basecamp, Noosh, & AEM Assets

EMPLOYMENT

LIPPINCOTT DESIGN PRODUCTION DIRECTOR OCT 2020–PRESENT

Upskilled omnichannel production at award-winning branding consultancy for clients including Bombardier, Entergy, & State Street

- Define brand-elevation technology & production solutions for colleagues across disciplines & clients in varying industries
- Instituted precise protocols, quality control & motion production roles, & right-sized team to match volume & revenue growth

PURE PRODUCTION STUDIO MANAGER MAY 2019–OCT 2020

Led on-site & off-site design agency client ad campaign production workflows for Bright Health, Ketel One Vodka, & Virgin Atlantic

RAPP DIRECTOR OF PRODUCTION NOV 2018–MAY 2019

Governed production, studio, & copyediting in execution of digital, print, OOH ads, & direct mail for Capital One, SAP, & Spectrum

LANDOR SENIOR IMPLEMENTATION MANAGER JULY 2017–NOV 2018

Constructed production-ready identity systems inclusive of logos, image assets, colors matched across spaces, & usage guidelines

- Collaborated across disciplines to formalize branding continuity for Aptiv, Barclays, Choice Hotels, Dow, Janssen, Leviton, & S&P

FREELANCE CREATIVE OPERATIONS CONSULTANT, STUDIO MANAGER, SR PRODUCTION ARTIST JULY 2016–JULY 2017

Clients included Bartle Bogle Hegarty, Beauty@Gotham, Cohn & Wolfe, New York University, PVH, & R/GA

THE MARTIN AGENCY STUDIO MANAGER MAR 2014–JULY 2016

Martin acquired Gotham, where I produced credit cards, digital/print/POS/OOH ads for Citi/American Airlines & Sunglass Hut

- Staged ambitious local, national, & int'l campaigns: retail outfitting, airport & subway dominations, car/bus/jet/tram/train wraps

GOTHAM & BEAUTY@GOTHAM/MCCANN WORLDGROUP ASSISTANT DIRECTOR OF STUDIO OPERATIONS JULY 2008–DEC 2013

Oversaw industrious studio servicing Credit Suisse, Essie, Hennessy, Lindt, L'Oreal, Lufthansa, Maybelline, & Newman's Own

- Managed artists, proofreaders, & retouchers generating digital, print, POS, & OOH ads for global clients & partners
- Negotiated studio fees; complied w/brand guidelines; co-authored procedural manual; co-managed Xinet servers/portals

ELIRAN MURPHY GROUP DIRECTOR OF PRODUCTION JULY 2007–JULY 2008

Elevated procurement, production, color reproduction, & tech support for 30+ users at this busy creative arts agency

THE NEW YORK TIMES STUDIO MANAGER SEPT 2005–JULY 2007

Built two-shift freelance marketing services studio of 20 production artists, designers, art buyers, proofreaders, & project managers

- Adopted online workflow; processed 150 jobs/week; guided design, color reproduction, & releases; wrote 40+ pages of procedures

HIRSCHHORN & YOUNG PRODUCTION MANAGER OCT 2004–SEPT 2005

Directed production of Chanel & Estée Lauder cosmetic, fragrance, & beauty aid packaging, billed in 3.5-minute increments

- Administered mechanicals typeset in 14 languages by 18 designers, ensuring global regulatory compliance; reconciled billing

EDUCATION

HUNTER COLLEGE, CUNY BA, STUDIO ART MAGNA CUM LAUDE