



Kevin McBride

Art Director | Artist

Hi I'm Kevin. I'm an art director and artist based in Philadelphia. When I'm not working at my day job crafting pharmaceutical campaigns and strategizing ad concepts I create fine art and unique illustrations. I also have synesthesia, which colorfully influences all of my creative works. I possess a unique skill set and believe that with smart work, imagination, and a strong cup of coffee anything can be accomplished.

Expertise

- Adobe Suite (Photoshop, InDesign, After Effects, XD, Illustrator)
- Sketch & Figma
- Illustration & Fine Art
- Print, Out-of-Home, & Social Media Marketing
- Email Design & Development
- Motion Graphics
- AI (Midjourney & ChatGPT)
- InVision & Prototyping
- HTML, CSS, & Javascript
- Microsoft Office Suite

Fun Facts

- I am a professional artist on the side with my own Etsy shop. I specialize in illustration and paintings made from coffee.
- I am a self-taught UX specialist, and I am currently seeking a professional user experience certification.
- I have synesthesia, which is a colorful neurological condition that causes all of my senses to mix on a constant basis.
- I enjoy writing fiction, and I am currently writing my first book.

Education

Drexel University | Philadelphia, PA
BS, Graphic Design
Dual Minor - Marketing, Fine Art

Connect



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[@kevin.mcbride.art](https://www.instagram.com/kevin.mcbride.art)

Recent Experience

DiD Agency | Art Director

June 2022 - Present | Philadelphia, PA

- Conceptualizing campaign directions for pharmaceutical companies and HCPs
- Leading the creative strategy, digital direction, and voice of project deliverables

Digitas Health | Senior Designer

April 2021 - June 2022 | Philadelphia, PA

- Leading art direction on large conceptual projects and campaigns
- Managing designers and overseeing project development
- Collaborating with writers and developers to push creative boundaries, land deliverables, and exceed client expectations

Merck (Aquent Studios & Cella) | Design Lead

June 2020 - April 2021 | North Wales, PA

- Leading design direction on an agile product team to create, adapt, and strategize tactics for digital marketing
- Art directing the identity of the brand and deliverables
- Implementing UX research and strategy into the workflow of the brand team's project sprints
- Using HTML and content management tools to build emails, alerts and other digital marketing materials
- Creating user flow charts, site maps, wireframes, and style guides

Karma Agency | Digital & UX Designer

March 2018 - April 2020 | Philadelphia, PA

- Crafting unique digital experiences through user research, strategy, and design systems
- Translating brand styles and campaign platforms into executions for the digital space
- Leading art direction, client presentations, and discussions with web development partners