



# KEVIN MCBRIDE

Art Director | Artist



## 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
- Managing designers and overseeing project development
- Collaborating with writers and developers to push creative boundaries and land deliverables

### 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, and wireframes

### Karma Agency | Digital & UX Designer

March 2018 - April 2020 | Philadelphia, PA

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

### 160over90 | Interactive Designer

June 2017 - January 2018 | Philadelphia, PA

- Developing user experiences and front-end design experiences across desktop, tablet, and mobile devices
- Consulting with clients as the lead experience architect

## EDUCATION

### Drexel University | 2016

BS, Graphic Design

Dual Minor - Marketing, Fine Art

## SKILLS

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

## FUN FACTS

- I have synesthesia, which is a colorful neurological condition that causes all of my senses to mix on a constant basis.
- I am a professional artist on the side with my own Etsy shop. I specialize in expressionism and paintings made from coffee.
- I play guitar, sing, write, and perform my own music.
- I was once interviewed about my synesthesia live in studio on a radio, comedy and variety broadcast show.

## CONNECT



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