

RANDY MCKAY

GRAPHIC DESIGN + DIRECTION

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jarmckay.com
646.402.1733

Self assesment

- Designer
- Director
- Nacho Lover



Summary

Graphic Designer interested in opportunities to work in the fields of identity design and creative direction, but most importantly with great people. Born James A R McKay, but goes by Randy.

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Adobe After Effects
Adobe Keynote
Microsoft Powerpoint

Microsoft Word
Silk Screening
Decent Juggler

Experience

GRAPHIC DESIGNER AT COLLEGEHUMOR.COM

February 2012 - Present

Composed various ad units for a variety of clients using pre-existing guidelines
Worked with Ad Coordinators to create original graphics for co-branded ad campaigns
Worked with writers and editors to create visuals and graphics for article and video content

DESIGN INTERN AT VML

Summer 2011 - February 2012

Created presentation decks and responses for gaining new business
Worked with senior art directors to complete work for clientele on various web based projects

CREATIVE DIRECTOR OF THE INTERN PROJECT AT Y&R

Summer 2011

Designed all assets of the Council for Economic Education's (CEE) promotional campaign for the Gen i Revolution game
Created a versatile visual campaign the CEE can use for all future promotions

DESIGN INTERN AT AÉROPOSTALE

Spring 2011

Created designs to be used as level two graphics on a variety of goods
Compiled competitor analyses based on latest styles and trends in the industry

FREELANCE DESIGNER AT BROOKLYN BAKERY

Summer 2010 - Spring 2011

Edited photos and arranged content for the fall 2010 catalogue
Worked with president to create a mark that embodied his vision for the brand
Designed the packaging for the charm bracelets

Education

Pratt Institute, Brooklyn NY.
Communication Design, Graphic Design BFA

References available upon request.