

ADAM MCCABE

GRAPHIC DESIGNER, ART DIRECTOR • ADAMISCREATIVE.COM • ORLANDO, FL ☎ 321-258-9197

◦ DETAILS ◦

321-258-9197
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◦ LINKS ◦

[Design Portfolio](#)
(AdamsCreative.com)

[LinkedIn](#)

◦ SKILLS & TOOLS ◦

Graphic Design
Digital Marketing
Print Production
Motion Graphics
Web Design (Front-End)
Event Design
Brand Development
Leadership Skills
Communication Skills
Ability to Work in a Team
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Audition

👤 PROFILE

Experienced graphic designer and art director with over 12 years of team and leadership experience. Expert visual storyteller proficient in the entire Adobe Creative Suite.

📁 RELEVANT WORK HISTORY & HIGHLIGHTS

Art Director at Freelance, Orlando

April 2020 — Present

- Branded, marketed and designed the website for prep school The College Audition
- Worked alongside former Universal Studios Orlando creatives to design and distribute nationally-recognized card game *OH, the HORROR!* My creative marketing methods and artwork brought in over \$20,000 to their Kickstarter campaign.

Visual Designer at Edgefactory, Orlando

February 2018 — March 2020

- Conceptualized in Photoshop the [2020 Chinese New Year campaign](#) for the Cosmopolitan of Las Vegas, with a large team of After Effects animators, to create a [400-foot LED marquee](#) on the Las Vegas Strip
- Designed many shows and [storyboarded experiences](#) for the National LGBT Chamber of Commerce, also in Photoshop, for animation within After Effects
- Conceived the show look and general session design for the [2019 IAAPA Expo](#), the world's largest attractions trade show, attended by 42,200 people
- Designed and helped imagine the full "[Holidays in Space](#)" [experience](#) at NASA's Kennedy Space Center, an animated [evening entertainment experience](#)

Senior Art Director at Evok Advertising, Orlando

August 2017 — February 2018

- Directed and animated in After Effects, a successful stop-motion safe sex promotion for the Florida Department of Health, garnering over 5,200 unique views

Creative Director & Lead Reporter at Inside the Magic, Orlando

February 2016 — January 2017

- Redesigned the ITM brand, with extensive front-end web design in WordPress
- Designed complimenting graphical content in Photoshop to support massive press events held by Disney, Universal, and other entertainment leaders

Creative Director at Orlando Weekly, Orlando

December 2012 — February 2016

- Reimagined the Orlando Weekly brand, and designed the entire magazine each week utilizing the Adobe Creative Suite, often leading photo shoots
- Led the creative department through all phases of print production and distribution
- Branded, conceptualized and helped organize numerous events hosted monthly

Creative Marketing Manager at Orlando International Fringe Theatre Festival, Orlando

October 2011 — September 2013

- Marketed one of the largest theatre festivals in the world into its two most successful years in history, designing all printed and digital collateral

🎓 EDUCATION

Bachelor of Science, Digital Art And Design, Full Sail University, Orlando

December 2005 — December 2007