



ADAM McCABE

Creative Director | Experience Designer | Brand & Multimedia Leader

Nashville, TN • mccabe.adam@gmail.com • 321.258.9197 • adamiscreative.com

Professional Summary

Senior Creative Director and experience designer with 17+ years of leadership across brand strategy, visual identity, multimedia production, motion graphics, editorial design, and live environments. Proven ability to build scalable creative systems, lead cross-functional teams, and deliver high-impact campaigns for entertainment, nonprofit, media, and education organizations. Expert in Adobe Creative Suite and end-to-end creative execution.

Core Competencies

Creative Direction, Brand Strategy, Experience Design, Visual Identity Systems, Campaign Development, Editorial Design, Motion Graphics, Multimedia Production, Team Leadership, Stakeholder Collaboration

Technical Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Premiere Pro, Motion Graphics, Video Editing, Digital Content Production, Web Design and Development

Professional Experience

Graphic Design Producer — All Elite Wrestling

Dec 2023 – Jul 2025

- Produced and directed graphic design assets supporting national broadcast, live events, and digital media
- Designed motion graphics, broadcast visuals, and promotional assets for televised wrestling programming
- Collaborated with production, marketing, and talent teams in a fast-paced live entertainment environment
- Supported brand consistency across weekly television, pay-per-view events, and digital platforms

Creative Director — Come Out With Pride

Jan 2023 – Jan 2025

- Directed creative strategy and visual identity across print, digital, social, and live event platforms
- Designed large-scale event branding, campaign assets, and experiential visuals using Adobe Creative Suite
- Collaborated with executive leadership, marketing teams, and external vendors to deliver mission-driven storytelling
- Led creative workflows and maintained brand consistency across high-visibility public events

Creative Director — American Advertising Federation Orlando

Feb 2022 – Dec 2023

- Oversaw creative direction for organizational branding, events, and marketing initiatives
- Produced digital, print, and experiential assets supporting member engagement and programming
- Partnered with board members and stakeholders to align creative output with organizational goals

Graphic Design Specialist — Wounded Warrior Project

Aug 2022 – Apr 2023

- Designed marketing and communications materials supporting national nonprofit initiatives
- Ensured brand consistency across digital and print campaigns
- Worked cross-functionally in a fast-paced, deadline-driven environment

Graphic Design Specialist, Video Editor — Stealth Monitoring, Inc.

Mar 2021 – Dec 2023

- Created marketing graphics, motion assets, and video content supporting security services
- Edited promotional and educational videos using Premiere Pro and After Effects
- Collaborated with marketing and sales teams to support customer acquisition efforts

Visual Designer — Edgefactory

Feb 2018 – Mar 2020

- Designed experiential and event-based visual assets for corporate and live entertainment clients
- Supported large-scale brand activations, signage, and digital deliverables
- Worked closely with production and creative teams in live event environments

Creative Director — Orlando Weekly

Dec 2012 - Feb 2016

- Led creative direction for weekly editorial print and digital publications
- Designed covers, layouts, and brand assets with broad regional circulation
- Collaborated with editorial, advertising, and marketing departments

Creative Marketing Manager — Orlando Fringe

Oct 2011 – Sept 2013

- Developed integrated creative campaigns for large-scale performing arts festivals
- Designed print, digital, and environmental graphics to support audience engagement
- Supported marketing strategy and promotional initiatives

Studio Artist, Motion Graphics – Full Sail University

Nov 2010 – July 2012

- Produced motion graphics and visual content for educational programming
- Supported faculty and production teams with animation and design assets
- Worked in high-volume academic production environments

Graphic and Web Designer — Broadband Enterprises

Feb 2008 - July 2009

- Designed web and graphic assets for business clients
- Maintained brand consistency across digital platforms
- Supported client-facing creative deliverables

Education

Bachelor of Science in Digital Art and Design

Full Sail University

Aug 2005 - Dec 2007

