

Chris McCarthy

Creative Director - Brand Architect - Marketer - Designer



CONTACT

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17911 Lake Cypress Hill Dr.
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WEBSITES

BrandIdentified.com

BrandDesignerAcademy.com

Qualifications and Skills:

25 years of experience in brand strategy, creative direction, user experience, web design, marketing, and web development.

Expert in brand building, audience targeting, positioning, and strategy.

Expert in designing and enforcing brand guidelines across all consumer touchpoints.

Strong ability to generate intuitive designs and marketing campaigns that increase conversions.

Expert in visual design focused on user interaction and human-centered design principles.

Extensive experience crafting wireframes, storyboards, user flows, process flows, and site maps.

Excellent communication, collaboration, and creative problem-solving skills.

High-level skills in critical thinking, planning, creativity, and idea generation.

Proficient working across all primary platforms for desktop and mobile.

Expert in visual design and ideation tools like Figma, Sketch, and the Adobe Creative Suite.

Experience implementing agile methodologies to plan, coordinate, design, develop, and manage design projects between multiple departments.

20 years of leadership experience recruiting and directing high-performing teams of creative professionals, marketers, and content creators.

Experience

Director of Brand & Creative

Darren Hardy, LLC

November 2018 - February 2024

Designed and managed the Darren Hardy LLC parent brand and product sub-brands.

Maintained brand consistency and visual identity across all consumer touchpoints.

Designed and developed all websites, funnels, lead magnets, live broadcasts, and training resources for the complete Darren Hardy product suite.

Designed all direct-to-consumer creative marketing campaigns.

Completed quarterly brand audits to identify weaknesses and implement strategies to increase brand awareness and member acquisition.

Created business development, design, and brand strategy resources for thousands of business owners, business leaders, and entrepreneurs.

Recruited and led a team of designers, marketers, and content creators to develop promotional graphics and advertising campaigns.

Chief of Design

eBizAutos

June 2005 - October 2017

Conceptualized and designed the eBizAutos website platform and inventory management system, increasing eBizAutos' monthly revenue by 400%.

Designed and implemented a branded website solution for two of the largest automotive dealer groups in the country.

Designed interactive digital displays for automotive dealership showrooms.

Recruited and led a team of creative professionals to launch and maintain over 2000 automotive dealership websites.

Created the user experience design of new products and restructuring of existing technology to increase revenue and client acquisition.

Collaborated directly with dozens of automotive manufacturers to maintain OEM brand compliance for websites and interactive media.

Creative Director

NetBooth Corporation

June 2000 - June 2005

Designed interactive touchscreen displays and innovative technologies for the hospitality, gaming, and entertainment industries.

Designed and managed some of the earliest websites, interactive ad campaigns, and email marketing systems for several of the largest hotel and casino properties in Las Vegas.

Designed interactive touch screen displays for internet kiosks and race & sports betting terminals.

Founder

Brand Identified

January 2012 - Present

Developed strategic branding initiatives to position businesses as industry leaders.

Directed digital marketing strategies to enhance visibility and increase customer engagement.

Created and led the design of engaging and impactful visual elements and brand guidelines.

Implemented targeted lead generation campaigns to build a community of loyal brand advocates.

Utilized AI for content creation, ensuring it aligns with the brand and engages the audience effectively.

Directed a 5-step strategic process to build a strong business foundation and implemented marketing strategies for business growth.

Guided and inspired a team of highly skilled professionals in brand strategy, website design, and digital marketing, fostering a collaborative environment that encouraged innovation and creativity.



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Founder & Instructor

Brand Designer Academy

January 2021 - Present

Developed a comprehensive curriculum covering all facets of brand strategy and design.

Developed hands-on learning experiences, including a rebranding project utilizing AI, to expose students to real-world branding and design scenarios.

Led an engaging learning environment, fostering critical thinking, creativity, and practical skills among students.

Facilitated connections and networking opportunities within the community, fostering collaboration and shared learning.

Managed end-to-end launch sequences, driving interest and enrollment, and ensuring a streamlined learning experience.

Interactive Designer

Harte-Hanks

June 1999 - June 2000

Designed websites and interactive sales training presentations for Fortune 500 companies and pharmaceutical companies.

Education

State University of New York at New Paltz

Bachelor of Fine Arts in Graphic Design & User Experience, with Thesis

1994 - 1999

Clients

Acura
American Red Cross
Auto Nation
Bodi
Caesars Entertainment
Chevrolet
City of Las Vegas
Darren Hardy
Ferrari
Flamingo Las Vegas
Ford Motor Company
Hard Rock Hotel & Casino
Harte Hanks
Hendrick Automotive Group

HendrickCars.com
Honda
Lake Las Vegas
Land Rover
LUXOR Las Vegas
Mandalay Bay
Maserati
Merck
MGM Resorts
MINI
Mirage Las Vegas
Molycorp
Monte Carlo Las Vegas
New York New York Las Vegas

Penske Automotive Group
Porsche
Raintree Investment Corp
Riviera Hotel & Casino
Stardust Resort & Casino
TAP Pharmaceuticals
The Excalibur Hotel & Casino
The Orleans
The Venetian Las Vegas
Toyota
Tropicana Las Vegas
Volkswagen



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