

# MICHAEL P MCCOY

MichaelPMcCoy.com :: contact@MichaelPMcCoy.com :: 316.213.6125

## AMBITION

**I'm an art director who really values conceptual thinking and problem solving.** I want to work for a company that does great work, has awesome clients and fosters a culture where people really care and bring out the best in each other.

## EXPERIENCE

**Freelance Art Director** — September 2014 - present

- + Worked on client projects for Adobe, Hewlett-Packard, Seagate, the United Nations and even Pope Francis (seriously!)
- + Produced conceptual work, storyboards, visual designs, layouts, imaging and motion graphics animations
- + Worked for an assortment of clients, from big to small, local to international

**Outcomes:** Successfully paid my bills! All kidding aside, it's been a great opportunity to work with a diverse group of companies and clients while getting exposure to some new accounts and product categories. It's definitely broadened my horizons.

**School — A Purpose-Driven Ad Agency :: Boulder, CO** — School is an advertising agency that helps make the world a better place. Practice areas include experiential marketing, UX/UI design and creative technology innovations.

**Art Director** — May 2014 - September 2014

- + Developed concepts and visual designs for digital, traditional and experiential channels
- + Provided art direction, design, layout, storyboarding, video editing and motion graphics work across multiple clients and projects
- + Designed user flows, user experiences, wireframes and interfaces for digital products
- + Contributed to projects and pitches for clients including international touring acts, Fortune 100 companies and major national brands

**Outcomes:** Embraced the philosophy and importance of purposeful advertising and its ability to improve the world while providing a competitive advantage for clients. Increased my skills in creative technology, physical computing and prototyping.

**BDW — Boulder Digital Works :: Boulder, CO** — Postgraduate program focused on entrepreneurship, design and technology

**Graduate Student** — August 2013 - August 2014

- + Learned best practices for user-centered design, UX, UI, web design and content strategy
- + Tinkered, prototyped and designed for multiple creative technologies — including Arduino, projection mapping and robotics
- + Strengthened entrepreneurial, business development and leadership skills

**Outcomes:** Enhanced my digital chops, worked on multiple real-world client projects with tight timelines, launched my first app

**Sullivan Higdon & Sink :: Wichita, KS** — Voted Ad Age's 2013 Small Agency of the Year, Midwest Region — full-service ad agency with three offices and 100+ employees — clients include Cessna, Cargill, Sonic and the Kansas City Chiefs

**Senior Creative** — January 2012 - July 2013

- + Led conceptual campaign development across multiple teams and oversaw creative executions for both design and copy
- + Mentored younger creatives in their concepting, design and presentation skills
- + Helped champion an agency-wide digital thinker/maker culture

**Creative** — 2008 - 2011

- + Assisted senior creatives in higher-level concepting for larger campaigns
- + Honed technical abilities and continuously learned new tech and design tools

**Associate Creative** — 2006 - 2008

- + Designed a myriad of tactics for print, web, environmental, experiential and everything in between
- + Performed a full-time designer's role while still a full-time college student

**Outcomes:** Contributed to many successful new business pitches and work that helped win Ad Age's 2013 Small Agency of the Year

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## SKILLS

- + Expertise in all the essential Adobe Creative Suite programs for print and motion — Photoshop, InDesign, Illustrator, After Effects, Premiere, etc.
- + Experience in art directing photo shoots and working with vendors to ensure top-notch production
- + Able to work collaboratively with all functions to help the team produce great work

## EDUCATION

- University of Colorado at Boulder** :: BDW Program — Graduated August 2014
  - + Postgraduate program focused on entrepreneurship, design and technology
  - + Certificate in Creative Technologies :: GPA 3.8/4.0
- Wichita State University** :: School of Art & Design — Graduated May 2007
  - + Bachelor of Fine Arts in Graphic Design :: GPA 3.6/4.0 Magna Cum Laude

## RECOGNITION

- + Work recognized by US Ad Review, Graphic Design USA, BMA and ADDY awards
- + Youngest creative in previous agency's 40+ year history to be promoted to senior

## REFERENCES

- Joe Corr** — Creative Director/Creative Technologist, School Agency :: 720.390.6000 :: joe@schoolhelps.com
- Max Lenderman** — CEO, School Agency :: 720.390.6000 :: max@schoolhelps.com
- Scott Flemming** — Vice President/Creative Director, Sullivan Higdon & Sink :: 316.263.0124 :: scott.flemming@shscom.com
- Steve Hobson** — Creative Director/Copywriter, Formerly at Sullivan Higdon & Sink :: 316.209.7861 :: hobotronic2037@gmail.com
- Jerry Stoner** — Creative Director/Copywriter, Formerly at Sullivan Higdon & Sink :: 515.422.3738 :: jerrystoner@ymail.com