

# ADAM MCGINNIS

## CREATIVE DIRECTION AND DESIGN

### INFO

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New York City metropolitan area

### EDUCATION

**Drexel University, 2004**  
Westphal College of Media Arts & Design  
Philadelphia, PA  
Bachelor of Science/ Graphic Design

### CORE SKILLS

**Idea Generation & Concepts**  
Drawing from a vast cultural vocabulary, able to solve problems unconventionally within the parameters set.

**Art Direction & Design**  
Extensive experience creating visual language and design systems across various digital media. Able to direct, and lead designers, video producers, production artists, illustrators, and photographers.

**Production**  
Well versed in a wide variety of production, specializing in print and apparel construction.

**Software**  
Photoshop, Illustrator, InDesign, Microsoft Office, Keynote, Pencil, Wacom Pen, Mind

### SUMMARY

Armed with a childlike imagination, I present unbounded and inspired design. My painfully dry sense of humor and personable nature bring a breath of fresh air to creative work. I am specially suited to build with any kind of client. Add to that a maniacal sense of creativity and experience throughout the visual world and you have Adam McGinnis.

For the last fifteen years I have created apparel, brand identity, magazines, style guides, advertising campaigns, packaging, and countless other visual projects. I've strategically worked in a wide variety of environments to put myself in the best position for success. Though I specialize in children and youth demographics, I am more than suitable for any design market.

From overseeing an entire brand, having a hand in a start-up advertising agency, developing an entire apparel line from start to finish, to working with high profile clients I can be tossed into any area of visual and creative work and thrive. From Day One I was given an accelerated crash-course in art direction — immediately put in charge of photo shoots, print production, and large projects. Sink-or-swim. And I swam. My beginnings, enhanced by my continued experience in the industry, puts me ahead of the curve in learning and understanding the inner-workings of a successful branding and design firm. You have an idea for your brand, your product. I make that idea happen and it's fresh, focused and polished.

### PERMANENT EXPERIENCE

10.2014 - PRESENT  
**World Wrestling Entertainment** Stamford, CT  
Art Director

02.2010 - 10.2014  
**Flying Dog Brewery** Frederick, MD  
Creative Director

08.2009 - 12.2009  
**S2 Design Lab** Walkersville, MD  
Graphic Designer

02.2007 - 04.2009  
**Hyperdesign** Philadelphia, PA  
Graphic Designer

09.2006 - 02.2007  
**Machine Projects** New York, NY  
Art Director

03.2005 - 07.2006  
**Zone5** Philadelphia, PA  
Associate Art Director

09.2002 - 03.2003  
**Fairchild Publications** New York NY  
Art Department Intern

### CLIENTS

**Marvel Entertainment Group,**  
**ABC Media, Nickelodeon,**  
**Yamaha Motor Corp, Mattel,**  
**Burton Snowboarding, Elbeco,**  
**Pan Am Airlines, Jane Magazine**

Out of Step. One Step ahead.