

Kevin McBride

Art Director | Artist

Hi I'm Kevin. I'm an art director and artist based in Philadelphia. When I'm not working at my day job crafting pharmaceutical campaigns and strategizing ad concepts I'm creating fine art and unique illustrations. I also have synesthesia, which colorfully influences all my creative work. I possess a unique skill set and believe with strategy, imagination, and a strong cup of coffee any idea can come to life.

Expertise

- Adobe Suite (Photoshop, InDesign, Illustrator, After Effects, XD)
- Figma, Sketch, & Zeplin
- Illustration & Fine Art
- Print, Out-of-Home, & Social Media Marketing
- Email Design & Development
- Motion Graphics
- AI (Midjourney, ChatGPT, Sora)
- InVision & Prototyping
- HTML, CSS, & Javascript
- Microsoft Office Suite (PowerPoint, Word, Excel)

Fun Facts

- I am a professional artist on the side with my own shop. I specialize in illustration and paintings made from coffee.
- I am a self-taught UX specialist, and I am currently seeking a professional user experience certification.
- I have synesthesia, which is a colorful neurological condition that causes all of my senses to mix on a constant basis.
- I mix and pour my own custom candles.

Education

Drexel University | Philadelphia, PA
BS, Graphic Design
Dual Minor - Marketing, Fine Art

Connect



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[@kevin.mcbride.creative](https://www.instagram.com/kevin.mcbride.creative)

Recent Experience

Digitas Health | Senior Art Director

April 2024 - Present | Philadelphia, PA

- Communicating visual designs, motion design, concepts and storyboards through presentations and securing client approval
- Leading teams of designers and production artists to execute cross channel and digital work

DiD Agency | Art Director

June 2022 - March 2024 | Philadelphia, PA

- Conceptualizing campaign directions for pharmaceutical companies and HCPs
- Leading the creative strategy, digital direction, and voice of project deliverables

Digitas Health | Senior Designer

April 2021 - June 2022 | Philadelphia, PA

- Leading art direction on large conceptual projects and campaigns
- Managing designers, overseeing project development, and collaborating with writers and developers

Merck (Aquent Studios & Cella) | Design Lead

June 2020 - April 2021 | North Wales, PA

- Leading design direction on an agile product team to create, adapt, and strategize tactics for digital marketing
- Creating user flow charts, site maps, wireframes, and style guides
- Using HTML and content management tools to build emails, alerts and other digital marketing materials

Karma Agency | Digital & UX Designer

March 2018 - April 2020 | Philadelphia, PA

- Crafting unique digital experiences through user research, strategy, and design systems
- Leading art direction, client presentations, and discussions with web development partners