

SARAH MCCARTHY

Senior Interactive Designer

Yorktown Heights, NY · 617.224.2781 · mccarthy.sarahdesigns@gmail.com

PROFESSIONAL SUMMARY

Senior Interactive Designer with **15+ years** of experience specializing in mobile-first rich media advertising for Fortune 500 brands. Proven track record of designing and deploying **400+** personalized ad experiences across retail, CPG, beverage, and tourism verticals—driving **\$12.5M** in sustained revenue growth for a flagship adult beverage account. Expert in cross-platform creative execution spanning mobile, CTV, social, and DOOH, with deep proficiency in interactive design, animation, and creative team leadership.

PROFESSIONAL EXPERIENCE

INMAR MEDIA (FORMERLY AKI TECHNOLOGIES) | New York, NY

Art Director → *Senior Interactive Designer*

2019 – 2026

Promoted from Art Director to Senior Interactive Designer, taking on increasingly complex, high-profile campaign work across the company's top-tier brand accounts.

- › **Creative Production at Scale:** Designed and deployed **400+** personalized rich media ad experiences for Fortune 500 clients including **E. & J. Gallo, Pepsi, Procter & Gamble, Anheuser-Busch**, and **Unilever** across mobile, CTV, social media, and DOOH platforms.
- › **Revenue Impact:** Drove design initiatives supporting six consecutive years of revenue growth for E. & J. Gallo, totaling **\$12.5M** in account revenue—establishing the account as the company's longest-running and most profitable client relationship.
- › **Cross-Functional Leadership:** Collaborated with sales, product, and engineering teams to deliver high-performing campaigns aligned with target audiences and KPIs, ensuring creative execution met both brand standards and performance benchmarks.
- › **Team Development:** Mentored **15+** Campaign Activation Managers (CAMs) on creative best practices and workflows. Built a custom GPT used cross-functionally to streamline campaign setup, increasing activation speed by **15%**.
- › **Multi-Platform Expertise:** Delivered interactive ad experiences across Retail & Grocery, CPG, Adult Beverage, and Tourism verticals—adapting creative strategies for each platform's unique specifications and audience behaviors.

UNITY TECHNOLOGIES | San Francisco, CA (Remote)

Interactive Designer (Freelance)

2018 – 2019

- › **Platform Launch:** Partnered with sales and marketing leadership to design brand campaigns for Unity's new mobile advertising platform, contributing to **90% YoY** revenue growth during the platform's go-to-market phase.
- › **RFP & Pitch Support:** Developed high-fidelity interactive mockups showcasing Unity's AR, VR, and playable ad technologies for competitive RFP responses—directly contributing to major client wins.
- › **Emerging Formats:** Designed interactive ad prototypes leveraging Unity's real-time 3D engine, demonstrating the creative potential of immersive ad formats to prospective enterprise clients.

ADCOLONY | New York, NY

Art Director

2012 – 2018

- › **Team Leadership:** Built and managed a team of junior and mid-level designers, driving collaboration and elevating creative performance across all client deliverables.
- › **Creative Strategy:** Designed video and interactive ad formats that improved client pitch effectiveness, contributing to new business acquisition for major brand accounts.
- › **UX & Brand Design:** Led UX from concept to launch, creating compelling, user-driven experiences that advanced both brand objectives and measurable business performance.

TECHNICAL & CREATIVE SKILLS

DESIGN & MOTION	Interactive Design, Animation, Art Direction, Motion Graphics, Visual Prototyping
RICH MEDIA	HTML5 Ad Development, Mobile Rich Media, CTV Creative, DOOH, Personalization & DCO
PLATFORMS	Celtra, Rich Media Ad Servers, Programmatic Creative Workflows
TOOLS	Figma, Photoshop, Illustrator, After Effects, Premiere Pro, Adobe Firefly

AWARDS & RECOGNITION

- › **CTIA Gold Medal Winner** — Mobile Innovation in Advertising
- › **IAB MIXX Awards Finalist** — Interactive Advertising Excellence
- › **MMA Smarties Finalist** — Mobile Marketing Innovation
- › **Mobile Mafia Awards Finalist** — Creative Leadership

EDUCATION

Northeastern University | B.S. Political Science
 Center for Digital Imaging Arts at Boston University (now BU College of Communications) |
 Certificate, Graphic and Web Design