

SARAH MCCARTHY

SENIOR DESIGNER | BRAND, MOTION & DIGITAL

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PROFESSIONAL SUMMARY

Senior Designer with 15+ years of agency experience conceptualizing and executing brand, motion, and digital creative for Fortune 500 and startup brands — from first idea through final delivery, no handoffs. Built scalable visual systems behind 400+ campaigns contributing \$12.5M in client revenue. Known for strong motion design across social, interactive, and video formats, with deep craft in art direction, typography, and brand storytelling. Fluent in AI-augmented creative workflows and trusted by product, strategy, and engineering teams to deliver work that performs without compromising creative quality.

TECHNICAL & CREATIVE SKILLS

Design & Motion: Art Direction, Brand Design, Motion Graphics, Animation, After Effects, Visual Design Systems, Typography, Composition, Visual Prototyping, Inclusive & Accessible Design

Tools: Adobe After Effects, Photoshop, Illustrator, Premiere Pro, Figma, Adobe Firefly, Canva, Celtra

Digital & Interactive: HTML5 Ad Development, Mobile Rich Media, CTV Creative, DOOH, Social Content, Playable Ads, Interactive Design

AI & Workflow: Custom GPTs for Creative Operations, AI-Augmented Production, Prompt Design for Creative Teams

PROFESSIONAL EXPERIENCE

Miskowski Design

2026 – Present

Senior Interactive Designer (Freelance)Remote

- **Format Storytelling:** Concept and execute high-fidelity visual prototypes for playable and interactive ad experiences — designing from first idea through final comp with no handoffs, using Illustrator, Photoshop, and After Effects.
- **Presentation Designs:** Reimagine client-facing sales decks translating brand strategies into enriched, visually compelling presentation materials.

Inmar Media (formerly Aki Technologies)

2019 – 2026

Art Director to Senior Interactive Designer

New York, NY

- **Promotion & Brand Leadership:** Promoted from Art Director to Senior Interactive Designer. Owned all creative across top-tier accounts: E. & J. Gallo, Pepsi, Procter & Gamble, Anheuser-Busch, Unilever, etc.
- **Creative Production at Scale:** Designed and shipped 400+ brand and campaign experiences across mobile, CTV, social, and DOOH — conceptualizing and executing motion graphics, animation, and interactive formats from brief to final delivery, consistently outperforming engagement benchmarks.
- **Revenue Impact:** Anchored creative on six consecutive years, \$12.5M, of revenue growth for E. & J. Gallo, through brand-aligned campaigns and inventive, disciplined execution.
- **Cross-Functional Leadership:** Partnered with sales, product, and engineering on campaign design and KPI strategies. Lifted overall campaign performance by aligning creative direction with audience targets and measurement frameworks.
- **AI-Enabled Workflows:** Built a custom GPT adopted cross-functionality achieving streamlined campaign setup, increasing activation speed by 15% and freeing designers for higher-value creative work.
- **AI Creative Training:** Developed and delivered a one-hour virtual Adobe Firefly training session for a creative team of 10+ designers, Creative Directors, and VP of Creative, building team-wide fluency in AI-assisted design workflows and originated practical best practices integrating AI tools into everyday creative production.
- **Team Development:** Mentored 15+ Campaign Activation Managers on creative best practices, file specs, and rich-media QA, raising the floor on production quality across the organization.
- **Multi-Vertical Range:** Delivered interactive experiences across Retail & Grocery, CPG, Adult Beverage, and Tourism, enfolded creative strategies, specifications and unique audience behaviors on to each platform.

Unity Technologies

2018 – 2019

Interactive Designer (Freelance)

San Francisco, CA (Remote)

- **Platform Launch:** Contributed to 50+ brand campaign concepts and executions during Unity's go-to-market phase — including work for Sonic, Disney, Miller Lite, and Progressive — partnering with sales and marketing leadership to drive 90% YoY revenue growth on the new mobile advertising platform.
- **RFP & Pitch Creative:** Collaborated and achieved major client wins by developing high-fidelity interactive mockups showcasing AR, VR, and playable ad capabilities for competitive RFP responses.
- **Emerging Formats:** Prototyped immersive 3D ad concepts applying real-time engine and motion graphics tools, generating enterprise interest in next-generation playable, AR, and VR formats.

AdColony

2012 – 2018

Art Director

New York, NY

- **Team Leadership:** Built and managed a team of 5 junior and mid-level designers, setting creative standards and elevating output across all client deliverables.
- **Creative Strategy:** Designed video and interactive ad formats across the company's full evolution — from early-stage startup as Mobile Theory through acquisition by Opera Mediaworks and rebranding as AdColony — contributing to pitch effectiveness and new business acquisition throughout each phase of growth.
- **UX & Brand Design:** Led UX from concept to launch building consumer-facing experiences, advanced brand objectives yielding positive, measurable business performance.

MEC Global (now Wavemaker / WPP)

2010 – 2012

Presentation Designer

New York, NY

- **New Business Creative:** Translated strategic narratives into decks attracting and securing three new client contracts via PowerPoint and Adobe Creative, pitch presentation designs and new-business materials.
- **Brand Pitch Support:** Key contributor to wins with Marriott, Microsoft, Chanel, and IKEA through successful collaborations with creative director and new business team on layouts and client-facing collateral for pitches.

EDUCATION

Northeastern University — B.S., Political Science

Boston University, College of Communication — Graphic and Web Design, 2007–2009

AWARDS & RECOGNITIONS

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- **Webby Award Winner** — Mobile Advertising (JetBlue “Air on the Side of Humanity” — First-Ever Voice-Activated Mobile Ad Campaign), 2013
 - **CTIA Gold Medal Winner** — Mobile Innovation in Advertising, 2014
 - **IAB MIXX Awards Finalist** — Interactive Advertising Excellence, 2014
 - **MMA Smarties Finalist** — Mobile Marketing Innovation, 2014
 - **Mobile Mafia Awards Finalist** — Creative Leadership, 2014