

MCGRATHICS



SKILLS

ADOBE CC:
AE.AI.PS.ID.PR
CapCut

Meta Business Suite

MadMapper
Artivive
Tilt Brush

Lizzy/Dealer Spike

CONTACT

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EDUCATION

Savannah College of Art and Design

Motion/Graphic Design

Bachelors 2016 – 2021

EXPERIENCE

The Action Network (Better Collective)

Video Editor and Motion Designer

5/24 to 11/24

Produced engaging long/short form content. Including podcast edits, YouTube Shorts, Instagram posts and Reels, TikToks, and other social media content. Optimized titles, hashtags, and visuals to enhance audience reach and drive engagement.

Sojourn API

Graphic Designer / Art Director

Intern: 6/20 to 9/20 & Full-Time: 10/21 to 5/24

Engaged first as summer intern and then full time. Developed and maintained the company's travel booking platform and customer facing sites (<https://portal.sojournapi.com>), including white label / single sign on (SSO) structure, listing design, and implementation of booking engine. Focused on enhancing the appeal and accessibility of Burke Mountain Resort through a resort rebrand (<https://skiburke.com>), including future marketing strategies, new logo, and comprehensive marketing book to boost visibility and attract visitors.

Harry Freeman & Son (Freeman Lumber)

Freelance Graphic Designer

6/23 to Present

Collaborate with Freeman Lumber to revitalize their brand identity, including updated logo and new creative to suit diverse branding needs.

The Digital Graffiti Festival

Motion/Experience Designer & VJ

1/18 to 5/20

Teamed with 20 students from the SCAD Projection Mapping Club to produce immersive content for a late night DJ performance, utilizing VR software Microdose on Oculus headsets, complemented by VJ Software Resolume at a Projection/Arts Festival in Alys Beach Florida.