

cara mccarthy

creative | design | web | illustration

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250 891 4405

SKILLS | EXPERTISE

- Proficient in Adobe Creative Suite
- Attention to detail
- Time management
- Knowledge of PHP, JQuery and Javascript
- Proficient in HTML and CSS
- Problem solving
- Leadership
- Flexible, accommodating and adaptable

PROFESSIONAL EMPLOYMENT

Brand Manager/Print Designer | Scotty Fishing & Outdoor Products/Scott Plastics Ltd. |

May 2016 - present

Rebrand for packaging of Scotty's Fishing and Outdoor product line

Design for Scotty's Fishing and Outdoor Products Catalogue as well as Scotty's Firefighter Product Catalogue

Photography for all Scotty's product line

Established Scotty's Media centre for Retailers and Distribution Outlets consisting of product photos, logos and brand guidelines, videos, demos and print materials

Contract Designer | Black Press | Victoria, BC | 2016

Lead creative for Boulevard magazine

Designed ads and editorial for Victoria Boulevard Magazine, Vancouver Boulevard Chinese Edition, Vancouver Boulevard/INDULGE English and Chinese editions and designed bus shelter ads and billboard ads for Boulevard Victoria

Content management of Boulevard word press/website

Ad creative for Vic News, Goldstream News Gazette, Saanich News, Oak Bay News and Monday Magazine

Art Director / Lead Creative Designer | Epicure | Victoria, BC | 2010 - 2014

Reporting to the CEO and Director of Marketing, directed and managed the graphics team in maintaining Epicure's Creative Direction and Branding Standards

Art direction of Epicure Selections Catalogue Photography/Food Styling/Prop selections

Creative conceptualization and production of annual catalogues, Epicure Selections monthly magazine and annual incentives brochure with Director of Marketing, CEO and President and relevant stakeholders

Designed a series of labels for Victorian Epicure's wines, Sea salts and Pepper labels, Mexican spice and seasoning packaging, loose-leaf tea packaging, meat and vegetable glaze labels, a series hot chocolate and mulled spice tins

Established a Design standard and template for Epicure Selections printed and on-line Promotional Material

Graphic Designer | The University of Western Ontario | London, ON | 2004 - 2009

Established creative direction and art- directed photography for undergraduate recruitment, producing fresh ideas for print and online materials each academic year from, concept to art-direction to press, contributing to increased undergraduate admission numbers annually

Established initial creative layout and art-directed photography for the Western Alumni Gazette magazine and the Young Alumni magazine, which provided up-to-date information and encouraged donations from recent graduates and Western Alumni

Generated creative direction for a series of Printed Materials for the Office of the President, including The President's Report, Mission Statement and Presentation Folder as part of stewardship and strong relationships with past and present donors

Created a Brand Identity and annual brochure for Research Western's printed publications, which solidified a consistent look and key messages for this research intensive-institution, successfully informing researchers, donors, faculty, staff and students

Director of Advertising & Communications | The University of Toronto | Toronto, ON | 1999 - 2004

Provided creative direction, planning, design and implementation of all printed materials and website design representing student incentives and health plan at the Students' Administrative Council for the University of Toronto

Maintained web and email server. Software and hardware purchases and provided tech support to staff and executive members

Graphic/Web Designer and Illustrator | New Vision Technologies | Ottawa, ON | 1996 - 1999
Conceptualized and illustrated stock illustration collections for Adobe Systems Inc, Getty and Microsoft Corp.

Web Designer | Media Awareness Network | Ottawa, ON | March 1997
Web design for Parks Canada website-navigational orientation, programming and design

Web Programming/Design | Parks Canada | 1996
Web design for Parks Canada website-navigational orientation, programming and design

EDUCATION

Web Development & Digital Marketing Program | Q College | Victoria, BC | 2015
Program included: Designing for the web, coding for the web & mobile, set up and maintain a CMS, market websites

Graphic Design Diploma | Algonquin College | Ottawa, ON | 1994-1997
Program included: Graphic Design, Typography, Creative Thinking, Business Relations, Web Publishing, Print Process, Illustration, and Design standard Adobe software instruction

PROFESSIONAL DEVELOPMENT

HOW Design Conference | [Boston, MA](#) | 2012
SIGGRAPH International Conference on Computer Graphics and Interactive Techniques | [Los Angeles, CA](#) | 2008
Ginza Graphic Gallery-Awards Exhibition | [Ginza, Tokyo](#) | 2008
CASE Annual Design Conference | [Austin, TX](#) | 2005
Macworld Conference & Expo | [New York, NY](#) | 2000
Macworld Conference & Expo | [Toronto, ON](#) | 1997

SELECTED VOLUNTEER ACTIVITIES

Mentor for Ladies Learning Code. Aided in beginner web developers learn code

Ambassador at Moksha Yoga Victoria and Moksha Yoga Westshore. Design for poster collateral, publications and schedule information, web and social media sites

Designed and produced a business logo for print and web applications for a university student's entrepreneurial venture that reflected its unique value proposition to attract clients

Worked with Save the Children organization on a pro-bono basis to create awareness and event posters that reflected its mission

AWARDS

IABC/Virtuoso Assorted Western Publications | **Award of Excellence: Publications, Award of Merit: Special Publications**

CCAE Young Alumni Gazette | **Best Brochure: Silver**

CASE Circle of Excellence Young Alumni Gazette | **Honorable Mention**

INTERESTS

Scuba diving, surfing, hiking, hot yoga and anything Tiki

REFERENCES

Vera Wynn-Williams | Partner, Director of Strategy-IconicCommunications, [250 516 4903](#)

Shari Stewart | Director of Content Strategy-Digital Sticks Marketing, [250 886 9277](#)