

# Shea McFarland

## Creative Director / Designer

Strategic creative director with 5+ years of client-facing marketing and communication design. Specialized in creating scalable design solutions and leading design teams through creative development processes.

## Portfolio

 [sheamcfar.land](http://sheamcfar.land)

## Contact

 [shea.mcfarland@gmail.com](mailto:shea.mcfarland@gmail.com)

 (512) 203-5849

## Education

### The University of Texas at Austin

School of Fine Arts 2004 - 2008

Bachelor of the Arts in Studio Art

### Animation Mentor 2008 - 2010

Diploma for Advanced Studies in  
Character Animation

## Skills

- Adobe InDesign, Photoshop, XD, Illustrator, Premiere, After Effects
- Sketch
- InVision

## Work Experience

Obzervant | Feb. 2015 - Apr. 2018

### Creative Director

- Oversaw design direction, content development, and branding services at a B2B digital marketing agency
- Delivered marketing and design services, implementing social media, paid search, SEO, and email campaigns for five mid-market and enterprise clients
- Managed and mentored a team of 5 direct reports across design, UX, and marketing functions
- Developed design service products, including webpages, landing pages, display ads, videos, whitepapers, and eBooks
- Created brand guidelines and brand books for clients by understanding the product, interviewing stakeholders, and researching internal materials to get a cohesive brand feel
- Led brainstorming and design sessions to reconcile differing brand aspects and personalities
- Collaborated with the UX team on integrating brand requirements into deliverables and final products
- *Highlighted Project: MarTechExec*
  - Created all design elements for an internal marketing technology online publication product
  - Automated the generation of colors, patterns, and icons matching the categories, subcategories, and tags associated with an article
  - Designed a brand for the product to balance knowledgeable and approachable personalities using bright colors and a simple interface

Freelance | Jan. 2014 - Feb. 2015

### Art Director / Designer

- Verizon
  - Conceptualized assets for an augmented reality app for Verizon stores allowing users to interact with a 3D character
  - Designed the characters and the storyboard for the character's movement
- Ruffles
  - Headed animation pre-production by creating detailed storyboards, character designs, and visual direction
  - Oversaw the creative direction of the animation production with an external animation agency
  - Originated illustrations for a social media campaign
- Lifesize
  - Storyboarded videos showcasing Lifesize's video conferencing technology

Stems Floral Design | Mar. 2011 - Jan. 2014

### Designer / Fabrication Manager

- Ideated and produced production items, sculptural installations, and dimensional signage for large-scale corporate events Communicated with clients on project progress, design specification, and budgetary constraints
- Directed the production process, methods, and materials procedures to ensure compliance with the budget and quality standards Coordinated with clients on project guidelines and quality standards.