

Richard McDade

Creative Director

Richard McDade

Atlanta Georgia

404.432.1000
mcdade@mac.com

Overview

Highly creative and driven Creative Director with over 18 years of experience leading teams to deliver memorable content across various touchpoints. Proficient in developing channel-specific creative strategies and collaborating with cross-functional partners to drive traffic, sales, and brand relevance. Strong knowledge of creative trends and tools and ability to leverage data and insights to inform creative strategies.

Experience

The Savings Group / Executive Creative Director

DEC 2022- PRESENT, Atlanta GA

Responsible for Design Marketing and digital initiatives for TSG and its subsidiary brands, which operate the leading marketplaces for automotive financial products. Report to Chief Marketing Officer.

CallRail/ Creative Director

OCT 2021- DEC 2022, Atlanta GA

Lead a team of 5 designers to curate the expression and experience that aligns with brand and business strategies that drive traffic, sales, and brand relevance

Work closely with UX/UI, Development, and Art Director of Site Experience to develop creative strategies up front with brand Art Directors to create new template systems to be coded into our content management system by quarter that will best fit the creative and promotional needs of the business

LegalShield / Creative Director

JUNE 2021 - OCT 2021, Atlanta GA

Managed a team of UX designers, Creative Directors, Copywriters and Visual Designers along with UX Researchers to transform a leading legal services brand.

Leverage performance insights and analytics to test new approaches across digital touchpoints, partnering closely with Site Ops, Email, and Demand Generation teams to uncover and leverage key learnings that optimize our communications

Sports Illustrated / Creative Director

JUNE 2019 - JUNE 2021, SEATTLE, WA

Building and mentoring an interdisciplinary team to develop a brand strategy, identity, apps, and other digital experiences for Sports Illustrated, Maxim, and History Channel.

Microsoft/ Creative Director

DECEMBER 2017 - JUNE 2019, SEATTLE, WA

Leading the Microsoft 365 brand studio team, focusing on the creative direction of brand guidance, Print, Mobile, Retail, Packaging, and Product Design.

Develop channel-specific creative strategies, ensuring GTM, eComm, UX, visual, merchandising, and channel marketing teams are aligned with balance of emotion vs. promotion across key touchpoints

Starbucks / Associate Creative Director

NOV 2015- APR 2017 SEATTLE, WA

Directed design and strategy teams, which specialize in personalized content design for Starbucks mobile and email channels. Staffed, directed, and mentored copywriters, and visual designers production designers.

Launched:

Starbucks Mobile app.

Google / Design Lead

DEC 2013- NOV 2015, MOUNTAIN VIEW CA

Lead the visual design & UX/UI for AdWords & Google News. Designed the pattern library for AdWords and Google News.

Launched:

- Google AdWord Android app
- Google News iPad App
- Google News mobile IOS App
- Google News Apple Watch App

SapientNitro / Senior Art Director

FEB 2012- NOV 2013 ATLANTA GA

Defined the functionality and information structure of websites, mobile apps, intranets, content management systems. Created sitemaps, flowcharts, schematics, audits, concept maps, style guides, functional specifications, usability test plans, and other documentation. Acted as a creative lead on projects.

Clients include: Cigna, Bed Bath & Beyond, BB&T, QVC, Regions Bank

Razorfish / Senior Art Director

DEC 2010 FEB 2012 ATLANTA GA

Defined the functionality and information structure of websites, mobile apps, intranets, and content management systems. Created sitemaps, flowcharts, schematics, audits, concept maps, style guides, functional specifications, usability test plans, and other documentation. Acted as a creative lead on projects.

Clients:

Build-A-Bear Workshop, Delta

Duties:

Art Direction

Ideation

Interaction and Visual Design

What's Up Interactive / Creative Director

SEP 2007 OCT 2009 ATLANTA GA

Clients:

FOX Television, The Georgia Aquarium, The Georgia Lottery,

Coca-Cola

Education

Fort Valley State University / Commercial Design BFA

Skills

Creative Concept and Strategy Development

Team Leadership and Management

Channel-Specific Creative Strategies

Cross-Functional Collaboration

Performance Insights and Analytics

UX/UI and Development Collaboration

Brand Evolution and Modernization

.