

# Mike McCarthy

## Experience

10/17 - PRESENT  
AUSTIN, TX

### Mike McCarthy: Marketing + Design

Principal, Creative Director/Designer  
*Solving marketing problems for B2C & B2B clients via product design, UI/UX design, brand design, display campaigns, web design, social content creation, and digital marketing.*

- Exceeded 2X conversion benchmarks for ecommerce and demand generation websites
- Exceeded 5X reach benchmark with millions of display campaign impressions
- Led UI/UX design for highly-rated mobile iOS game—Midnight Star (80, TouchArcade)  
- “A hugely ambitious project.” —pocketgamer.biz

10/15 - 10/17  
CHICAGO, IL  
AUSTIN, TX

### Social Deviant

Creative Director  
*Directed all concept/campaign development, design, and publishing of social campaigns for Blue Moon Brewing Co., Red Wing Shoes, and Gushers Fruit Snacks.*

- Led the Red Wing Shoes Wall of Honor (user-generated content, omnichannel campaign)
  - Exceeded 7X goal of story submission
  - 17 MM social impressions
  - 49% increase in social engagements
  - Unsolicited, positive press coverage [CLICK HERE FOR ADWEEK ARTICLE](#)
- Directed and executed the social launch of the Blue Moon Brewing Co. re-brand
  - Best social ROI of any brand at MillerCoors
  - 200% higher Facebook organic reach
  - Raised Instagram engagement by 90% (compared to their previous 3-year average)
  - Developed content strategy, brand guidelines, and tone of voice for social
- Developed and led the social launch of General Mills' Gushers Fruit Snacks
  - Netted 20,000 Instagram follows in 30 days via influencer and user-generated content concepts on Instagram and Snapchat

07/12 - 04/15  
AUSTIN, TX

### Certain Affinity

Senior Brand & Community Manager  
*Developed strategy and stories to generate awareness and demand for Certain Affinity games.*

- Launched iOS game earning \$1MM worth of user acquisitions with only \$10,000 spent
- Netted Apple App Store's *Best New Games List* in 170 countries & *Best Games of July List*
- Grew online community from 0-30K followers in two years without paid support
- Created YouTube series with 500K+ views, time spent of 2 years, 182 days, and 12 hours
- Led PR efforts netting placements in top trade publications (Gamespot/IGN/GameInformer)

06/09 - 07/12  
AUSTIN, TX

### Certain Affinity

UI/UX Lead  
*Developed visual/audio/haptic user feedback systems for Xbox games and online channels.*

- Designed navigation, feedback, and base-status system for Halo 4 game modes “Dominion” and “Extraction” (Gamespot 9/10) in an agile team environment
  - “The best addition to Halo multiplayer since the introduction of Xbox Live.” (Polygon)
  - \$220 MM launch day sales and \$300 MM in opening week—both franchise records
- Designed game and store User Interface for *Crimson Alliance* (72%, Metacritic)
  - First game on Xbox platform with microtransactions
  - Conducted user research via play testing sessions in conjunction with Microsoft
- Developed and designed the User Experience for the meta-user progression Halo Career System for Halo Waypoint, the first portal app on Xbox Live platform
  - 600K downloads in its first 24 hours
  - Pre-Installed on all post-launch manufactured Xbox consoles

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## Details

### CONTACT

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## Awards

Cannes Cyber Lion, Bronze  
One Show Pencil, Silver  
One Show Best of Digital Decade Nominee  
Most Contagious List  
Effie Award, Gold  
Echo Award, Gold  
Mixx Award, Gold  
Mixx Award, Silver  
OMMA Award, Gold  
OMMA Award, Silver  
App Store Best New Games List  
App Store Best Games: July  
1Up's Top 10 Sleepers of E3  
Game Informer Best of E3

## Superpowers

### LEAD SKILLS

Creative Direction	Campaign Design
Strategic Direction	Experience Design
Concept Development	Interactive Design
Brand Development	Presentation
Brand Expression	Creative Briefs
Management Experience	
Team Management	
Client Management	

### PROCESS SKILLS

UX/UI Design	Copywriting
Visual Design	Content Creation
Interaction Design	Video Editing
Info Architecture	Video Production
Game Design	Motion Graphics

### TECHNICAL SKILLS

Adobe Creative Cloud	Google Suite
Photoshop	Microsoft Office
Illustrator	JIRA
Premiere	Asana
After Effects	Basecamp
XD	Slack
InDesign	WordPress/CMS
Sketch	Some HTML/CSS

# Mike McCarthy

## Experience *(continued)*

01/07 - 03/09  
CHICAGO, IL

### **Seven Lights** Founder, Chief Creative Officer

*Company founder and creative lead on free-to-play, online collectible games The Continuum and Corporate Bloodbath.*

- Over 200K games played in first 6 months
- Over 115K member sign-ups in first 6 months
- Positive press coverage praising The Continuum's usability and intuitive UI/UX despite its depth [CLICK HERE FOR TECHCRUNCH ARTICLE](#)
- Raised \$2.3 MM in angel investor funding

11/03 - 01/07  
CHICAGO, IL

### **Play/Denuo (divisions of the Publicis Groupe. merged with Razorfish)** Founder, Creative Director

*Founded the early pioneer and gold standard in the games advertising place as well as took part in all business development, and led all product design and campaign development for Proctor & Gamble, LEGO, Red Bull, Miller Brewing and General Motors.*

- Designed concept, product UI/UX, and campaign design for The Cadillac V-Series Collection and Cadillac Elite Club
  - Downloaded over 306,000 times (31% of game's install base)
  - 1 Million races run using the V-Series Cars
  - Time spent of 512 days
  - First marketer on the Xbox 360 platform
  - First marketer to underwrite downloadable game content for the Xbox 360
  - Gold MIXX & OMMA Awards
  - Most Contagious List
- Designed concept, product UI/UX, and campaign design for Pontiac NCAA® Virtual Final 4®
  - Over 235,000 games played
  - 70% accurate in determining real-world game outcomes
  - Silver MIXX & OMMA Awards
  - Content integration with Greg Gumble and CBS's Road to the Final 4 Sports Broadcast
- Co-developed IP for DC Comic's Rush City
  - Led content partnership with one of the most successful IP creators—DC Comics (E.G. Batman, Superman, Wonder Woman) for the all-new IP, Rush City, 6-issue comic book limited series

05/00 - 11/03  
CHICAGO, IL

### **chemistri (now Arc Worldwide)** Senior Art Director

*Design lead for the U.S Army's military recruitment site goarmy.com, Army Special Forces site, and U.S. Army's online ad campaigns. Art direction, concept development, graphic design, flash development for Adidas, Kellogg's, and Morgan Stanley.*

- 75% increase in online marketing qualified leads for the U.S. Army
- 130% increase in site traffic for goarmy.com
- In an omnichannel campaign, goarmy.com was the best and most efficient source of recruitment leads
- Cannes Bronze Cyberlion
- One Show: Best of the Digital Decade Nominee
- Led the design and production of \$1.8 MM in display advertising campaign for the U.S. Army earning the One Show Silver Pencil

10/97 - 04/00  
CHICAGO, IL

### **Torque Ltd.** Rich Media Specialist

*Art direction, concept development, graphic design, and web development for National Geographic, Borders, and PwC.*

## Education

05/97

### **Indiana University, Bloomington.**

Double Major. B.A.'s in Psychology & Media. Minor in Sociology.  
Dean's List 96/97