

# Spencer McCarty

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Art Director | Visual Storyteller

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## SUMMARY

Art Director with a background in street art and large-scale visual storytelling. Blends fine art instincts with strategic campaign thinking to create bold, culture-driven ideas. Experienced in collaborating with brands, agencies, and communities to turn concepts into visually striking work.

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## SKILLS

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|----------------------------|--------------------------|-----------------------|
| - Creative Concepting      | - Adobe Creative Suite   | - Copy Collaboration  |
| - Campaign Development     | (Photoshop, Illustrator, | - Project management  |
| - Visual Storytelling      | InDesign)                | - Presentation Skills |
| - Art Direction & Branding | - Motion & AI Tools      | - Public Speaking     |
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## PROFESSIONAL EXPERIENCE

### Freelance Visual Artist | Los Angeles, CA | 2014 – Present

- Created large-scale installations and branded collaborations for **TOMS Shows**, **Marriot W Hotels**, **City of Los Angeles**, and **Melrose Arts District**.
- Developed concepts that merged fine art with brand storytelling, boosting engagement and visibility.
- Managed Design, production, and installation on projects ranging from murals to experiential activations.

### Almost Famous Wine Company | Livermore, CA | 2021

#### *Art Director (Contract)*

- Concepted and designed the branding, interior aesthetic, and campaign voice for the launch of Almost Famous Wine Lounge.
- Transformed a warehouse into a Brooklyn-style venue that attracted a younger audience, exceeding attendance expectations.
- Directed visual identity, social content, and design execution within a \$200K renovation budget.

### Bespoke Reps | Boulder, CO | 2019 – 2021

#### *Project Manager*

- Coordinated projects between brands, agencies, and creative teams, ensuring delivery of campaigns and media assets on deadline.
- Partnered with brands on campaign ideas and activations, shaping client relationships through creative problem-solving.

## EDUCATION

### University of Missouri | Columbia, MO

- Bachelor of Journalism, Strategic Communication, *Cum Laude*

### The Book Shop School for Ads | Los Angeles, CA

- Portfolio Program, Art Direction track

### M&C Saatchi Open House

- Creative Task award winner

## INTERESTS

- Street art & murals (and painting them myself)
- Traveling to new places (sometimes only in my head)
- Prestige dramas & Saturday morning cartoons in equal measure
- Buying new jackets I don't need
- Breakfast Burritos with the 'Core Four' ingredients (shredded potatoes not cubed, cheddar cheese, meat, scrambled eggs)