

# Spencer McCarty

C: (720) 891-8915 • [spencermccarty@gmail.com](mailto:spencermccarty@gmail.com) • [spencermccarty.com](http://spencermccarty.com)

**Art Director | | Strategic Visual Storyteller**

---

## SUMMARY

Art Director with a unique background in visual artistry and storytelling, blending over a decade of experience in fine art and mural work with a strategic approach to brand communication. I bring fresh perspectives and creative solutions to every project, informed by hands-on experience in both large-scale visual projects and branding. Passionate about shaping narratives that resonate visually and conceptually, I thrive in collaborative environments that encourage innovation and pushing creative boundaries. I believe in using creativity to inspire, connect, and provoke thought, transforming complex concepts into visually compelling narratives.

---

## SKILLS

|                                  |   |                                  |
|----------------------------------|---|----------------------------------|
| - Creative Concepting            | - Adobe Creative Suite                        | - Copywriting                    |
| - Visual Storytelling            | - Communication Skills                        | - Project management             |
| - Branding & Art Direction       | - Collaboration & Cross-functional Leadership | - Detail Oriented Multi-Tasking  |
| - Strategic Campaign Development | - Adaptable Under Pressure                    | - Presentation & Public Speaking |

---

## PROFESSIONAL EXPERIENCE

### **Freelance Visual Artist**, January 2014 – Present

- Developed and presented creative concepts to diverse clients including government agencies, corporate clients, small businesses, and private individuals tailoring visual solutions to strategic brand needs.
- Collaborated with TOMS Shoes to design and execute a public art installation in Los Angeles, enhancing brand engagement and consumer connection through visual storytelling.
- Successfully managed multiple projects simultaneously, adapting ideas and strategies to meet clients' evolving needs and preferences.
- Executed multiple large-scale art installations for Marriott's W Aspen, overseeing project management, design implementation, and adherence to brand aesthetic and narrative.
- Partnered with the City of Los Angeles and Melrose Arts District on public art projects, establishing relationships that led to long-term collaborations and future contract opportunities.

### **Almost Famous Wine Company**, Livermore, CA, June 2021 – December 2021

#### *Art & Creative Lead (Contract)*

- Conceptualized and developed the branding, interior design, and visual aesthetic of the Almost Famous Wine Lounge, the goal being to create a Brooklyn-style warehouse venue that attracted an affluent younger audience to an area predominantly visited by an older generation of wine lovers. The venue's attendance exceeded expectations.
- Spearheaded social media strategies and visual content creation to enhance brand awareness, ensuring consistency with the venue's brand identity and vision.
- Managed the entire six-month project timeline, ensuring the construction of the venue, installation of the art elements and acquisition of the required furnishings and supplies necessary for opening according to schedule.
- Formulated a complete design strategy plan inclusive of the client's desires within the \$200K renovation budget provided.

### **Bespoke Reps**, Boulder, CO, December 2019 – May 2021

#### *Project Manager*

- Managed cross-functional communication between brands, agencies, internal departments and creatives coordinating up to 10 projects simultaneously in various stages of completion.
- Ideated and recommended brand campaign concepts supporting project development and driving client satisfaction from project ideation to completion.
- Corresponded with up to five brands simultaneously coordinating their media requests ensuring public relations firms received copy on-time for publishing deadlines.

## EDUCATION

**University of Missouri**, Columbia, MO

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

**The Book Shop School for Ads**, Los Angeles, CA

**M&C Saatchi Open House**, Online

- Creative Task award winner

## INTERESTS

- Larger than life street art murals (and painting them myself)
- 60's Pop Art (Love me some heavy primary colors)
- Traveling to new places (sometimes only in my head)
- Getting lost in a new television series (both prestige drama and colorful Saturday morning cartoons and anime, I am both sides of the coin)
- Buying a new Jacket or Coat every few months (the more denim the better)
- Breakfast Burritos with the 'Core Four' ingredients (shredded potatoes not cubed, cheddar cheese, meat, scrambled eggs)