

Connor McGaffin

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Summary

Creative and enthusiastic designer with a Bachelor of Design and Human-Computer Interaction and 5 years of experience in designing graphics, websites, and user experiences. Highly proficient in photo editing, illustration, and advertising. Skilled in virtual reality, animation, and teaching.

Experience

McGaffin Design Studio LLC

Owner, Brooklyn, NY

06/2023 - Present

- Created environmental type and graphics from concept to print for an exhibition attended by over 600k
- Design posters, type, and pitch decks for independent film with work selected by 10 Oscar-qualifying festivals
- Construct creative portfolio websites with tailored layouts that increase impressions dramatically

clients include:

Roc Nation (JAY-Z), Brooklyn Public Library, Rabbit Bandini Productions, Willis Towers Watson

Mammoth Advertising

Production Designer, New York, NY

03/2022 - Present

- Execute marketing campaigns for television, film, and sports entertainment across digital and out-of-home use increasing reach on dozens of high profile projects
- Maintain website graphics to showcase major studio projects for award consideration, resulting in multiple Emmys

clients include:

Disney, Warner Brothers, Apple TV, Max, Marvel, Showtime, FX, NBC, ABC, CBS, CNN, Hallmark, and Bally Sports

Arlene.io

Creative Designer, New York, NY

08/2021 - 12/2021

- Conceptualized and directed execution of augmented reality activations for retail brands breaking into the metaverse, yielding tens of thousands of impressions across social channels and major media coverage

clients include:

Macy's, Warner Music, Estée Lauder, Coach, Harlequin Design, Fifth Avenue Association, and Warby Parker

Carnegie Mellon University

Teaching Assistant, Pittsburgh, PA

06/2018 - 05/2021

- Drafted lesson plans and taught cohorts of 20-40 students about foundational design principles, consulting on student projects at an individual level
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Education

Bachelors of Design, Minor in Human-Computer Interaction

Carnegie Mellon University, Pittsburgh, PA

05/2021

- Graduated with University Honors
 - Served as Senior Chair of Design League for the 2020 to 2021 academic year
 - Active in The Tartan student newspaper and the campus radio station
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Skills

Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Graphic Design, Drawing, Web Design, Mobile Design, Virtual Reality, User Experience Design

Awards

Eagle Scout, Wharton Esherick Award, Windowswear Best Neighborhood Installation