connor mcgaffin

EDUCATION

Carnegie Mellon University 2017 - 2021 Bachelor of Design (BDes) Minor in Human-Computer Interaction Graduated with University Honors

AWARDS

Best Neighborhood Installation 2022 Windowswear Awards

Imprint Award Wharton Eshrick Foundation

Eagle Scout Scouting BSA

NOTABLE WORK

Death and Ramen 2023 Short film; Dir. Tiger Ji Starring Bobby Lee, Matt Jones

Disney FYC Site 2023 Showcase of television projects for industry award consideration

Macy's Christmas Windows 2022 Extended-reality activation at New York's flagship location

Showtime PPV 2022 - PRESENT Promotional campaigns for premiere boxing matchups

PORTFOLIO



EXPERIENCE

MAMMOTH 2022 - PRESENT

Production Designer New York, NY

design marketing campaigns for television, film, sports, and streaming entertainment; adapt advertisements for custom digital and out-of-home use cases; maintain FYC award websites for major entertainment studios.

Clients: Disney Television Studios, Warner Brothers, Apple TV+, HBO Max, Marvel Studios, Showtime, Discovery+, NBC, ABC, CBS, CNN, Hallmark, and Bally Sports+ (NBA / NHL)

ARLENE 2021

Creative Designer New York, NY

designed and pitched AR/VR concepts to both the startup team and its clients; built product wireframes; illustrated UX storyboards; guided developers to preserve creative vision through project delivery.

Clients: Macy's, Warner Music, Estée Lauder, Coach, Warby Parker, Harlequin Design, Fifth Avenue Association, Area15, Hildegaard, JordanLuca, and Oat Foundry

SCHOOL OF DESIGN 2018, 2021

Teaching Assistant Pittsburgh, PA guided students as they contextualized design fundamentals; represented the Environments Design track; consulted on student work at an individual level during both class and office hours.

CMU DESIGN LEAGUE 2019 - 2021

Senior Chair, Events Coordinator Pittsburgh, PA organized artist talks, community projects, and local studios collaborations to contextualize the design student experience at Carnegie Mellon.

BURNS SCALO JUN 2020 - AUG 2020

Design Intern Pittsburgh, PA

developed web and print materials with an in-house marketing team; shaped identities for listings; designed sidewalk window decals; prototyped environmental typography in video; cut sizzle reels