

BYRON MCCRAY

BRAND MANAGEMENT | GRAPHIC DESIGN | ART DIRECTION

PROFILE

Graphic designer with 8 years of professional experience seeking a compelling job where creative skills are challenged and possibilities are limitless. Exceptional collaborative and interpersonal skills; experience with digital printing process, including preparing files for printing and packaging. Adept in client and vendor relations with excellent oral and written communication skills. Passionate creator of innovative, effective design campaigns; driven by deadline-driven environments. I am pursuing a position where I can apply knowledge of printing processes (CMYK and RGB spaces), digital trends, as well as brand management.

PROFESSIONAL EXPERIENCE

Harlem School of the Arts, 2008 - Present | New York, NY

Brand Manager & Graphic Designer

- Implementation of brand design guidelines for arts institution to ensure consistency across internal and external communication.
- Executing multiple print and online design projects simultaneously, including annual course catalog, brochures, flyers, outdoor banners, online banner ads, programs, and postcards.
- Brainstorming and development of consumer and donor-targeted visual campaigns.
- Prioritizing requests from senior staff and the program directors to effectively promote public programs, student and guest artist performances.
- Solidified relationship with vendors to execute cost-effective print production.
- Design of all e-newsletter templates distributed to 8K subscribers via Constant Contact.
- Direction of all photo shoots and event photography, maintaining an image and video library.
- Maintenance of the social media content and organization website with up-to-date information using HTML/CSS.

Mox Media LLC, 2006 - 2008 | New York, NY

Project Coordinator

- Management and development of advertising and marketing campaign creative, for small businesses and corporations (HBO, American Express).
- Develop print and online presence for clients through website construction, social networking sites, and publications.
- Liaise between web developers, online and print vendors, event coordinators, and the client.
- Design effective Marketing materials and web assets (press releases, postcards, print ads, online banner ads, business cards).
- Assist in direction of product photography and client promotional photo shoots.
- Communicate with publications to ensure high quality CMYK output for print advertisements.

Universal Music Group, 2003 - 2006 | New York, NY

College Lifestyle & Marketing Representative

- Created "out of the box" marketing plans for emerging artists, establishing on and off-campus visibility and awareness.
- Organized and executed unique listening events, lifestyle promotions and artist appearances and performances to market UMGD's diverse artist roster to a broader customer base in the New York Metropolitan area and New Jersey.
- Cultivated relationships with New York City based tastemakers, Universities, DJs, and urban professionals through collaboration with third party brands/lifestyle companies to develop UMGD distributed artists.

EDUCATION

Fashion Institute of Technology

May 2006 | New York, NY

Bachelor of Fine Arts | Illustration

SKILLS

Adobe Creative Suite CC

Proficiency:

Illustrator

InDesign

Photoshop

Acrobat Professional

Excel

Powerpoint

Publisher

Intermediate skills in:

Video Production

Final Cut Pro



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FREELANCE COMMISSIONS

Sony Music (New York, NY) | Graphic & Packaging Design

2015 *Record Store Day 2015 - "SAMPLE THIS!"* Sony Music Album Sampler
Original Cover Artwork • Package Design (Nationwide Distribution)

Volunteer Lawyers for the Arts (New York, NY) | Graphic Design

2015 *Champions of the Arts - 45th Anniversary Gala*
Original Artwork • Invitation Design • Reply Card • Program Journal Layout

National Black Theatre (New York, NY) | Lead Production Designer, 2014 -16 Season

2015 National Black Theatre 2015-16 Season Brochure
2015 "TEER SPIRIT AWARDS" 2015 Gala
Save The Date Digital Invitation • Gala Journal Design & Layout
2015 "Rain Pryor's Fried Chicken & Latkes" Poster Art & Postcard Design
2015 NBT Black History Month Programming Poster Art & Design

Integra MLTC, Inc. (Brooklyn, NY) | Graphic Design

2014 Integra FIDA Health Care Brochure Design (7 Languages)

Si Se Puede Productions (New York, NY) | Graphic Design

2014 "Millie and the Lords" - A Film by Jennica Carmona, Movie Poster Art

National Black Theatre (New York, NY) | Lead Production Designer, 2013-14 Season

2014 "CARNAVAL" Poster Art
2014 "Dutchman" Poster Art & Postcard Design
2014 "TEER SPIRIT AWARDS" 2014 Gala Program Journal Layout
2014 "Facing Our Truth" Poster Art & Postcard Design
2013 "Last Saint on Sugar Hill" Poster Art
2013 "Keeping Soul Alive Mondays Reading Series" Postcard Design
2013 "June's Blood" Poster Art

ValDean Entertainment (New York, NY) | Brand Identity & Graphic Design

2013 "Lenox Avenue" Web Series (www.lenoxaveseries.com)
Logo Design • Social Media Creative • Promotional Items • Merchandise Design

Ron Starr (Independent Recording Artist)

2013 "HIGH" Promotional Single - Artwork Design
2011 "The Ron Starr Experience" Debut Mixtape -
Logo Design • Album Packaging

The Movement Theatre Company (New York, NY) | Graphic Design

2013 "Look Upon Our Lowliness" Logo Design & Poster Art, New York NY
2013 "Asking For More" Poster Art, New York NY

Tenna Torres (Independent Recording Artist)*

2012 "Good Night 2 Die Hard" Digital iTunes Single Cover Art
*American Idol Season 12 - Top 20 Contestant

REFERENCES

Vivian Cotte
Marketing Director
Harlem School of the Arts
(C) 917.297.6189
Relationship: Direct Supervisor

Melissa Skinner
Director of Marketing
Apollo Theatre
(W) 212.531.5300
(E) melissa.skinner@apollotheatre.org
Relationship: Former Supervisor

Jonathan McCrory
Director of Theatre Arts Program
National Black Theatre Inc.
(W) 212.722.3800
(E) jonathan@nationalblacktheatre.org
Relationship: Current Graphic Design Client



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