

Ian McCarthy



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Related Courses

- Brand Creation & Communication
- NIL Brand Management
- Video Campaigns in the Digital Age
- Web Design & Development
- Commercial Printing in Branding
- Package Design Printing

Skills

- Branding
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- After Effects
- Premiere Pro
- HTML & CSS
- MS Office Suite
- Flexography
- ArtPro+
- Seal of Bilingualism in Spanish

Portfolio



www.ianmccarthyportfolio.com

Education

Clemson University

May 2025

B.S. Graphic Communications

Minor: Brand Communications

GPA: 3.80/4.0

Gamma Epsilon Tau

Sept. 2022-May 2025

- Graphic Communications Honors and Service Fraternity

Experience

Osborne Wood Products, Inc.

Marketing Intern - *Toccoa, GA*

May-Aug. 2024

- Crafted social media graphics helping increase brand visibility and audience engagement across multiple platforms.
- Designed print materials, such as magazine ads, brochures, postcards, and info-graphics to support marketing objectives.
- Edited and produced video content for platforms such as YouTube, incorporating motion graphics and storytelling techniques to create engaging product promotions.
- Created and maintained a centralized Adobe Creative Cloud Library for Osborne's branding assets, ensuring brand consistency across all media.

IPTAY - Clemson Athletics Fundraising

Graphics & Branding Intern - *Clemson, SC*

Aug.-Dec. 2023

- Spearheaded the inaugural Letter Jacket Ceremony, elevating the club's prestige and recognition among members and athletes.
- Enhanced branding consistency through tailored graphics packages and a revamped social media presence.
- Worked on the Pro Tigers Initiative, focusing on a strategic approach to fundraising and engagement with current professional athletes.

DAF - Darien Athletic Foundation Media

Volunteer Graphics Director - *Darien, CT*

Aug. 2020-June 2021

- Utilized Titler for live sports broadcasts and leveraged graphic design skills to craft broadcast thumbnails.