

Randy McKay

Graphic Design + Direction

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Self assessment

- ☐ Designer
- ☒ Director
- ☒ Nacho Lover



Summary

Jack of all trades, master of quite a few actually. Seasoned graphic designer working with comedy brands from ClickHole to CollegeHumor. 8+ years of experience working in-house on identity design, broadcast graphics, & creative direction of consumer elements. Published satirist on McSweeney's. Story Pirate. Writer, actor & digital creator on a mission to share stories that make people feel less alone.

Skills

Adobe Creative Suite	Satire Writing	Management Experience
Social Media Design	Sketch Writing	CMS Experience (Various)
Web & Print Design	Comedy Writing	Decent Juggler

Experience

Senior Digital Designer at 30 Watt / Prank-O

April 2020 - Present

- Directed & produced tabletop & model photo shoots for campaigns
- Designed motion (GIF) & static graphic elements for DTC marketing (email & paid social) & overall brand experience (website, eComm PDPs, organic social & more)
- Conceptualized & executed seasonal ad campaigns around holiday tentpoles
- Repurposed UGC & archive footage into fresh content on organic social channels
- Launched rebrand of Meta (Facebook and Instagram) social channels, capturing new audience and boosting overall engagement

Senior Graphic Designer at CollegeHumor (CH MEDIA) and DROPOUT

February 2012 - January 2020 (currently freelance)

- Designed a graphics package for Dropout live broadcasts & shows on twitch.tv
- Created logos & brand identity of multiple shows & video podcasts for DROPOUT app
- Directed photo shoots of cast for press, merchandising, & omnichannel brand usage
- Worked closely with talent (CH cast, celebs, influencers) & performing if needed
- Designed a variety of in-house graphics/GIFs for series posters, ads, social, & more
- Strategized, designed, & created a graphics package & brand identity for the Dorkly Video Channel on YouTube
- Pitched & executed content ideas based on timely pop culture news & viral trends
- Designed systems & templates for ad units & presentation decks
- Collaborated with writers/editors to create visuals for article & video content
- Consistently turned around top quality projects against strict deadlines while maintaining brand integrity, voice, & visuals
- Wrote & executed articles with editorial staff

Freelance Graphic Designer

Clickhole — Present

- Synthesized & manipulated stock photography for article graphics

Above Average — Spring 2015

- Redesigned the brand logo optimizing for web use
- Created and exported a suite of logos and icons for omnichannel use cases

Chopped — 2014 - 2015

- Designed a brand style guide for partner usage
- Created package design examples as blueprint for future merchandising partnerships
- Designed alternate logos for specialty usage purposes

Education

Pratt Institute, Brooklyn NY.

Communication Design, Graphic Design BFA

References available upon request.