



# KRISTOPHER MCCARTHY

CREATIVE/BRAND DIRECTOR

## CONTACT

### Address

755 Raintree Drive  
Naperville, IL 60540

### Phone

217-377-8813

### Email

kris.mccarthy@gmail.com

### Web

krispcreative.com

## PROFILE

I'm an award-winning, results-driven, strategic and creative leader with experience building and managing integrated brand stories across every medium. I am a problem solver with a demonstrated history of working in both B2B and B2C industries.

I also have an affinity for really good cheeseburgers.

## EXPERIENCE

### REDWOOD LOGISTICS

Creative Director *09/19-08/23*

Redwood is a leading modern 4PL logistics company that has been providing solutions for moving and managing freight for over 20 years. As the head of creative, I was responsible for building the brand, promoting the company's diverse portfolio of products and services, and cultivating customer engagement across the entire industry.

### HUB GROUP

Creative Director *08/11-08/19*

Hub Group is a transportation management company that provides multi-modal solutions throughout North America, including intermodal, truck brokerage and logistics services. As the head of creative for this 48-year-old, \$4 billion, publicly traded company, I led a team that handled all aspects of branding, including digital advertising, print advertising, packaging, social media, the design and maintenance of all websites, events, environmental graphics, internal and external communications, cause marketing, sales materials, marketing strategies, positioning and the direction of photo and video shoots. My talented team and I were passionate about growing the company brand and promoting sustainability through corporate social responsibility.

In-house clients include: CaseStack, Unyson Logistics and Mode Transportation.

### COSCO INDUSTRIES

Art Director/Graphic Designer *03/05-01/11*

Cosco is an office supplies manufacturer, that specializes in rubber stamps and utility knives. Managed an eight person team responsible for all branding, package design, advertising, sales collateral, catalogs, trade show booths and websites.

In-house clients include: Staples, Office Depot/OfficeMax, United, Quill and Grainger.

## AREAS OF EXPERTISE

- B2B and B2C
- Brand Identity & Architecture
- Package Design
- External/Internal Communications
- Brand Repositioning/Transformation
- Integrated Marketing
- Agency Selection & Oversight
- Corporate Social Responsibility
- Sponsorships & Partnerships
- Staff Development & Leadership

## SKILL SET

Photoshop, Illustrator, InDesign, HTML, WordPress, Microsoft Office, Digital Photography with an excellent working knowledge of Macintosh computers

## EDUCATION

International Fine Arts College, Miami, FL - BA in Graphic Design

## AWARDS

- 2022 Top 50 Most Active Social Brands in Logistics
- 2021 Best in Show TV Commercial @FreightWaves Live
- 2020 Best Use of Sponsored Whitepapers @Content Marketing Awards
- 2017 Marketing and Sales Collaboration - Compass Awards
- 2016 American Web Design Award - Graphic Design USA
- 2016 Creative Platinum Award - Hermes
- 2016 The Communicator Award - Academy of Interactive and Visual Arts for Website Design
- 2015 American Web Design Award - Graphic Design USA
- 2014 Graphis Top 100 Brochures
- 2014 Crain's Chicago's Coolest Office
- 2014 Corporate Collateral Winner - Neenah Paper Unshow Competition