

COREY MCCAFFERTY

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ABOUT

Designer and illustrator with experience in tourism marketing, B2B and event marketing and online real estate. Experience includes print, digital and out-of-home advertising, marketing collateral, presentations, wayfinding and signage, retouching, photography, video editing and more. Strong interest in exploring new processes, using foundation in form, color, and composition to tackle new design challenges. Adept at working both independently and with a team while embracing change.

EDUCATION

BFA, Illustration

Ringling College of Art and Design, Sarasota, FL

Professional Development Courses

- Adobe InDesign
- Adobe Premiere
- Final Cut Pro

TECHNICAL

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere
- Final Cut Pro
- Apple Logic
- PowerPoint
- Keynote
- Mailchimp
- G Suite

INTERESTS

- Drawing & Painting
- Photography
- Audio Production
- Film & Video
- Drum Performance
- Cooking

PROFESSIONAL EXPERIENCE

Chicago's First Lady Cruises 2017-Present

Produced and managed all visual assets for Chicago's First Lady Cruises and their sister company, Mercury Skyline Cruiseline as the sole graphic designer.

Maintained, managed and created brand identities for a variety of product offerings.

Worked as part of the marketing team and in collaboration with the sales, food & beverage and engineering teams, as well as with the VP and ownership, providing creative leadership and direction.

Participated in marketing team meetings with creative agencies and other partners.

Hired and managed design interns.

Established and maintained relationships with print and fabrication vendors.

Projects included brochures & sales collateral, all signage including wayfinding, ticketing information, menus, promotions & on-board vessel signage, print, digital & out-of-home advertisements, marketing emails, newsletters, photography, mock-ups and more.

Freeman XP 2016-2017

Worked with a team of designers and creative directors to create visual assets used in the production and marketing of corporate events, conventions, expositions & exhibits.

Collaborated with on and off-site creative, graphics, client service, and operations teams.

Projects included trade show graphics, advertisements, RFP responses & presentations and more.

Apartments.com 2007-2016

Edited and enhanced apartment images for the Apartments.com website, performing color correction & retouching duties, as well as complex compositing of landscape elements.

Created apartment walk-through videos from raw video footage, adding titles & transitions, editing and color grading.

Used proprietary CMS tools to create online classified advertisements from photographs, logos, floor plans, property information data and other materials.