



## ED MCKIRDY

☎ 718.314.0162  
✉ edmckirdy@gmail.com  
🌐 emmspace.com

## EDUCATION

**School of Visual Arts**  
New York, NY  
Master Of Fine Arts, 2005

**Rutgers College**  
New Brunswick, NJ  
Bachelor Of Arts, 1998  
Major: English, Minor: Film

## SKILLS

Creative Direction  
Print & Web Design  
Photo Retouching  
Print Production  
Screen Printing  
Copy Writing /Copy Editing

## INTRODUCTION

Throughout my career as an art director and graphic designer, I have developed the flexibility to meet the demands of a variety of projects—from the rigid needs of the financial sector to projecting the image of an iconic luxury brand to the rough-hewn intensity of a punk rock record label. I believe this varied skill set makes me a unique asset to any creative team.

## EXPERIENCE

### Lead Production Designer / Rolex at Hogarth Worldwide

Senior Designer / Manhattan, NY / 2010–Present

Lead production designer on the Rolex account working with art directors, print producers and retouching artists to shepherd an iconic brand known around the world.

### W. P. Carey & Co. LLC

Art Director / Manhattan, NY / 2008–2010

Responsible for all facets of design, from concept to production, of brochures, campaigns, ads, signage, invitation design, logo design, and promotional collateral. Additionally responsible for working with vendors, acquiring estimates, and organizing photo shoots.

### CG+M Advertising & Design

Senior Designer / Manhattan, NY 2006–2008

Responsible for all facets of print, web, and branding for a Soho based advertising agency. In addition to design, responsibilities included organizing photo shoots, securing illustrators, and specialized vendors. Clients included Pfizer, Screenvision, and United States Army.

### Group C

Designer / New Haven, CT / 2005–2006

In charge of all aspects of design and organization for Rizzoli's, "Antoine Predock, Architect Vol. 4" documenting the work of 2006 AIA Gold Medal recipient Antoine Predock. Additional work includes: pamphlet design, information architecture, web design, and print advertising.

### Livewire Records

Founder, Art Director 1999–2010

President of independent record label, responsible for all aspects of business including artist selection, album production, marketing, distribution, and art direction. Graphic Design work includes CD and LP layouts, packaging clothing design, web site creation, promotional press kits, web and print advertisements, catalog and magazine layouts.