

Abington Savings Bank
Addison-Wesley
Air Canada
Arthur D. Little
Au Bon Pain
Auburn International
Bose Corporation
Boston Ballet
Boston.com
Boston Food Bank
Boston Technology
Color Age
Culligan
Dean College
Disney
Dooney & Bourke
Faberware
Fitchburg State College
Gillette
Harvard Coop
Harvard Press
Hendries
Home Depot
HP Hood
Hunneman
JP Music Fest
Lechmere
Linkage
Little Brown
Macworld Expo
MassPort
MIT Press
Moody, Famiglietti & Andronico
New England School Of Law
Newbury College
Ocean Spray
Organic Cow
Park Plaza Hotel
Penguin Books
PetEdge
Polaroid
PGA
Repligen
Schmid
Scott Paper
Sealand
Sheraton
The First Years
Tretorn/Etonic
Uno Restaurant
Velouria Espresso
Veryfine
Wear Guard
WhyWaste
YMCA

Justin McCarthy

37 Bailey Street, Boston, MA 02124
617-905-9530 · justinmcx@yahoo.com

An art professional with extensive experience in graphic design, art direction and project management. Thorough knowledge of typography, design, color usage and production skills with InDesign, PhotoShop and Illustrator.

On-line portfolio is available: justinmccarthy.yolasite.com

PetEdge

[4-9/14] Retail packaging design and production for PetEdge, a major supplier of pet products for both national chains and independent stores including private labels and licensed brands such as Martha Stewart, Kong and Isaac Mizrahi.

Motiv

[3/14] Environmental graphics and retail packaging design project. New branding and repositioning for Culligan, a water purification company. Implemented a comprehensive new look to partner with a big box national chain.

Marketing By Design / BRR

[12-14] Design and production for Home Depot's private brands; Husky, Hampton Bay and Martha Stewart Living. The packaging projects included boxes, product wraps, blister packs, litho sheets, free standing merchandisers and structures for product displays.

Freelance Art Direction / Design & Production

[10-12] On-going branding projects for City of Boston's Main Streets program and WhyWaste Recycling. Most recent freelance assignments with Boston Magazine, Alzheimer's Association, Boston.com and Moody, Famiglietti & Andronico

Retail Store Development & Operations

[07-09] In addition to occasional freelance design projects, primarily the start-up owner and operator of a speciality coffee shop, Velouria Espresso.

Uno Restaurant Corporation

[00-06] Art Director / Production. In addition to developing the creative for in-store seasonal programs, designed new retail packaging, corporate communications and the annual report for this international restaurant with 200 stores.

Kaupp Forté Advertising

[98-00] Art Director / Production. Responsible for all the visual creative and art direction, with occasional copy writing. Clients included; Abington Savings Bank, Fitchburg State College, Dean College, Linkage, and The Studio.

HP Hood

[92-98] Graphic Designer / Production. New England's largest dairy company. Designed retail packaging for new products, developed sales collateral and trade advertising.

Arthur D. Little

[90-91] Graphic Designer / Production. Created brochures, newsletters, and technical illustrations for the firm that claimed to have originated business consulting.

RileySmith & Company

This position was heavy on catalogues design and production for publishing industry; The MIT Press, Harvard University Press, Butterworth Publishing and Penguin Books.

The Coop

The emphasis was on layouts and the direction of illustrators for the in-house retail agency, in addition to the creative for point of purchase, collateral, and direct mail.

Doliber Skeffington

A packaging design studio. Most of the assignments were for Gillette, the clients also included; Tretorn/Etonic Shoes, Au Bon Pain Bakery, and Addison Wesley Publishing.

Robinson Associates

This advertising agency's clients included Vibram Soles, Scott Paper and BASF Inks.