

Cody McCarthy

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A performance minded creative lead focused on the intersection of growth, innovation and design with over 10 years of experience in brand marketing and creative direction. Areas of expertise include growth creative, creative production, and creative management.

Work Experience

Critical Mass: Senior Visual Designer

May 2025 - Present

- Collaborating with designers, writers, producers and other teams to launch new global products for Apple.
- Implementing creative and content for international markets.
- Working alongside development and production to provide QA for responsive web and app customer journeys.
- Presenting and integrating feedback through an iterative design process with creative leadership at Apple.

EverCharge: Senior Visual Designer

November 2023 - October 2024

- Creative lead for photography and video production, managing contract photographers and videographers.
- Delivered UX and visual design in Figma for Hubspot based site redesign.
- Established creative strategy for future product launches.
- Oversaw product design updates for B2B SAAS product.

Iris: Senior Designer

June 2023 - October 2023

- Designed marketing campaign landing pages, emails, digital media & campaign concepts for PayPal.
- Leveraged PayPal's Figma component libraries and brand guidelines to create scalable designs and solutions.
- Collaborated with account managers, copywriters and art directors through an iterative design process.

Afterpay: Associate Art Director

January 2021 - April 2023

- Led the growth creative brand team which included 3rd-party partners, designers, writers and freelancers.
- Oversaw the creative development and delivery of brand campaigns for growth and acquisition in NA and UK.
- Partnered closely with marketing, strategy and analytics to identify and execute insight-driven campaigns.
- Delivered 100+ campaigns across multiple media formats with media spends ranging from \$50K to \$1M resulting in tens of thousands of new active customers.
- Explored brand applications of generative AI tools in design with Midjourney and Dall-E.
- Established process for new design tools and best practices for media channels and media formats.

Signet: Associate Creative Director

December 2019 - April 2020

- Helped build early stage B2B start-up managing a content team of 4 designers.
- Pitched new business presentations to enterprise clients alongside sales team.
- Worked directly with the product team and executive leadership to deliver on the product roadmap and improve upon the existing customer journey.

HSAAd - LG: Art Director

October 2019 - December 2019

- Managed the creative design for LG's first integrated holiday campaign.
- Led the concept, presentation and execution of visual design for digital content across web, social and email.
- Sourced and managed a third-party motion design partner.
- Collaborated the web developers and the content team to maintain brand identity throughout creative design.

Reprise Digital: Associate Creative Director

January 2018 - July 2019

- Leader of the design, writing and production team on the Kia account.
- Worked directly with analytics, UI/UX team, and Senior Leadership to establish KPIs and deliver optimized experiences across the customer journey.
- Managed creative agencies and web developers to build award-winning, strategic, innovative solutions.
- Partnered closely with development teams to implement new products, features and style guide updates.
- Won incremental dollars through existing clients to unlock revenue and drive brand awareness.
- Supported brand transition from legacy CMS to AEM.

Reprise Digital: Senior Visual Designer

July 2015 - January 2018

- Led the design execution for the creative team and established best practices for creative production.
- Maintained brand voice and visual style through the launch of Kia all-new vehicles, model years 2016–2020.
- Managed art and photography vendors ensuring adherence to Kia brand voice and tone.
- Created shot lists and mood boards for photography and CGI while executing post-production retouching.

Awards

Best Use of Mobile, Kia Niro Showroom VR - Digiday Awards

Gold Addy, Best Website - American Advertising Federation

Gold Finalist Shorty, Customer Service - Shorty Awards

Best Consumer Goods Social Media - IAC

Bronze Smarties, Product/Service Launch, - Mobile Marketing Association

Runner-Up, Most Original Use of Facebook - Digiday Content Marketing Awards

Automotive Agency of the Year (Digital) - MediaPost

Education

BS Graphic Communication Design, University of Cincinnati, Ohio