

# DARREN MCPHERSON

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## CAPABILITIES + EDUCATION

### CREATIVE DIRECTION, DESIGN + CREATIVE CONSULTING

New York

### BFA IN GRAPHIC DESIGN

University of Illinois at Urbana Champaign

## PROFESSIONAL EXPERIENCE

### FREELANCE CREATIVE DIRECTOR - NEW YORK + SYDNEY.

Creative direction, print + web design, development. Present.

Everything from e-commerce, logos, identity systems, publication/ editorial/advertorial, advertising, custom installations, event design + collateral, web + app design, development.

Clients I've had or still do work with include [The New York Times](#), [GQ Magazine](#) (Condé Nast), [Glamour Magazine](#) (Condé Nast), [Arnold Furnace](#) (Sydney), [Fidelity Investments](#), [Bespoken New York](#), [Jack Daniel's Whiskey](#), [HBO Australia](#), [Pantene](#), [Jaguar](#).

### GQ MAGAZINE, CONDÉ NAST - NEW YORK, USA.

Senior Art Director. September 2013 - April 2015.

As the senior art director I directed + designed across a range of mediums including custom cross-platform marketing campaigns, custom in-book advertorial shoots, in-book still life shoots, digital advertising, GQ collaborations, branded microsites/digital advertising/ in-book, events for both GQ and it's partners.

Some clients I was fortunate enough to collaborate with/work for (all to varying degrees) while at GQ include: [Axe](#), [Bloomingdales](#), [BMW](#), [Dockers](#), [DSW](#), [Express](#), [Glamour Magazine](#), [Grey Goose](#), [Isopure](#), [Levis](#), [Lucky Magazine](#), [Mr Porter](#), [NBA](#), [NFL](#), [Quarterly box](#), [Remy Martin](#), [Simon Malls](#), [Tiffany & Co.](#), & [Uniqlo](#).

### DOYLE PARTNERS - NEW YORK, USA.

Design + Creative. January 2012 - June 2012.

Concept + implementation of print, branding and installation projects for clients including [Hearst](#), [The City of New York](#) + [Stephen Colbert](#). My largest project being the design + development of the 28 foot long Lights on Broadway monument installed in Times Square December 2013.

### RAZORFISH - CHICAGO, USA.

Freelance Senior Designer. October 2011 - December 2011.

Working as part of a large creative team on [design and future vision for a dot com](#), [mobile web](#) + [smart phone apps](#). All for one of the leading insurance companies in the United States.

### FIREBELLY DESIGN - CHICAGO, USA.

Designer. June 2009 - October 2011.

Working both collaboratively and solo on a large range of print and digital projects. Primarily focused on branding, web + print design, advertising. Involved in every step of the creative process.

### CAMP FIREBELLY - CHICAGO, USA.

Design Director. 2009, 2010, 2011.

Camp Firebelly offers the next crop of socially-minded designers the chance to experiencing the professional life. For 10 days, 10 campers live and work with us to craft a strategic design solution for a non-profit client, from initial research to final implementation.

### NINTH LETTER MAGAZINE - CHAMPAIGN, IL, USA.

Designer. Spring 2009/2010.

Ninth Letter is an award-winning literary + arts journal. Responsible for custom typefaces, coherent print supplements + photo shoot direction.

### MAXCO CREATIVE - SYDNEY, AUSTRALIA.

Freelance Designer Summer 2008. Design Intern Summer 2007

## EXHIBITIONS

### TOKYO TYPE DIRECTORS CLUB EXHIBITION

ddd Gallery, Osaka, Japan.

### TYPE DIRECTORS CLUB TDC58 EXHIBITION

Touring cities in the United States, Canada, England, France, Germany, Hong Kong, Japan, Russia, Spain and Vietnam.

### TYPEFORCE 1 + 2 - FEBRUARY 2011, 2012

Co-Prosperity Sphere, Chicago, USA.

## AWARDS

### TOKYO TYPE DIRECTORS CLUB - EDITORIAL/BOOK DESIGN

### NY TYPE DIRECTORS CLUB - 2 IN COMMUNICATION DESIGN

### SILVER QUILL AWARD - IN PUBLICATION DESIGN

### SOCIETY OF TYPOGRAPHIC ARTISTS - "ARCHIVE 10"

### GRAPHIS GOLD AWARD, RED DOT, + APPLIED ARTS AWARDS

## PUBLICATIONS

### COMPUTER ARTS (UK) MAG. - "PASSIONATE ABOUT THE PROCESS"

FEATURE BIO + ARTICLE ON HOW I WORK, Feb 2013

### DIGITAL ARTS (UK) MAG. - "26 MUST-KNOW TYPOGRAPHY TRICKS

FOR PRINT & ONLINE" Type Design Article, 2012

### ANNUAL TOKYO TYPE DIRECTORS CLUB - "TDC Vol.23 "

### ANNUAL NY TYPE DIRECTORS CLUB - "TYPOGRAPHY 33"

### ANNUAL OF THE TOKYO TYPE DIRECTORS CLUB - "TDC Vol.23 "

### OTHER MAG'S + BLOGS - GALLERY, AIGA, BEHANCE + TYPOGRAPHY

SERVED + BRANDING SERVED FEATURES, DESIGNWORKLIFE +++

### TYPEFORCE 1 + 2 EXHIBITION BOOKS

### GRAPHIS + PRINT MAGAZINE DESIGN ANNUALS

REFERENCES AVAILABLE UPON REQUEST