

CHRISTOPHER MCCARTHY

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Digital & Graphic Design Specialist with over 25 years of experience across film & TV, corporate, agency, and NGO sectors. Proven expertise in cross-functional collaboration, interdepartmental coordination, and strategic visual communication. Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Dreamweaver), Microsoft Office Suite, and mobile and web-based applications.

FILM & TELEVISION (2021 - CURRENT)

HALF TIME HEROES

TBC
CURRENT

POSITION: Graphic Designer
PD: PATRICK ROLFE

BLACK DOVES S2

SISTERS
2025 - 2026

POSITION: Graphic Designer
PD: Morgan Kennedy

THE AGENCY S2

PARAMOUNT
2025

POSITION: Graphic Designer
PD: Jo Finkel

PRESSURE

Working Title Films
2024

POSITION: Graphic Designer
PD: Daniel Taylor

POSITION: Graphic Designer
PD: Ben Munro

F1 MOVIE

APPLE TV
2025

POSITION: Graphic Designer
PD: Ben Munro

TOO MUCH

Working Title Films
2024

POSITION: Graphic Designer
PD: Miren Marañón

SAS ROGUE HEROES S2

KUDOS | BBC
2023

POSITION: Lead Graphic Designer
PD: Paul Cripps

TED LASSO S3

APPLE TV+
2022

POSITION: Graphic Designer
PD: Paul Cripps

BREEDERS S2

FX | Avalon PRODUCTION
2021 - 2022

POSITION: Graphic Designer
PD: Janice Flint

THE MAN WHO FELL TO EARTH

CBSUK PRODUCTION
2021

POSITION: Graphic Designer
PD: James Merifield

WAR OF THE WORLDS S3

Urban Myth Films
2021

POSITION: Graphic Designer
PD: Max Gottlieb

MASTERS OF THE AIR

WHIRLWIND
2021

POSITION: Graphic Designer
PD: Chris Seagers

THE CROWN S2

BORDERING ON
BAD BEHAVIOUR
2014

POSITION: Graphic Designer

CORPORATE & NGO SECTOR



MR D Food | 2019–2021

Senior Graphic / Digital Designer

- Directed digital communications and social content design across platforms, ensuring brand consistency and audience engagement.
- Managed concurrent projects, delivering high-quality results under tight deadlines.
- Designed end-to-end app interfaces, wireframes, websites, and mobile assets aligned with UX best practices.
- Presented strategic concepts to senior leadership and developed video content driving sales, retention, and reach.
- Collaborated with UX/UI and operations teams and contributed to integrated ATL, BTL, and TTL campaigns.



The Children's Hospital Trust | 2017–2019

Digital Marketing Manager

- Directed digital and social media strategy across all platforms, achieving a 25% increase in audience growth and generating over 100,000 interactions on high-performing content.
- Oversaw CMS management, SEO strategy, and end-to-end digital content production to enhance visibility and stakeholder engagement.
- Provided data-driven analysis and strategic insights to inform and strengthen fundraising initiatives.
- Managed production budgets and ensured strict adherence to brand standards across all creative deliverables.
- Led video and photography productions in support of integrated campaigns and fundraising activities.
- Supervised multiple concurrent projects and coordinated task delegation across a 12-member communications and fundraising team to ensure timely and aligned execution.



NATIONAL SEA RESCUE INSTITUTE | 2015–2017

Senior Graphic / Digital Designer & Digital Marketing

- Directed the development and production of all video and photographic content, overseeing storyboarding, planning, filming, and post-production editing.
- Served as Lead Designer for the CMS, managing SEO strategy and supervising digital content creation.
- Provided art direction for digital assets across web and social media platforms, ensuring alignment with brand standards.
- Trained and guided volunteers in the creation of high-quality visual content to support organisational objectives.



ALU-CAB | 2013–2015

Senior Graphic / Digital Designer & Digital Marketing Manager

- Established and managed all digital marketing platforms, ensuring a consistent and cohesive brand presence across channels.
- Led the strategic transformation of the Alu-Cab brand to strengthen its international positioning and market appeal.
- Developed and executed a comprehensive digital marketing strategy aligned with overall business objectives.
- Directed the production of all video and photographic content, maintaining high creative and brand standards.
- Advised company directors on emerging digital trends and strategic opportunities, informed by research, market intelligence, and performance analytics.



ISQUARED | 2011–2013

Senior Graphic / Digital Designer & Digital Marketing Manager

- Collaborated with clients to define UX requirements and strategic design objectives.
- Designed and produced graphic, print, and digital marketing materials aligned with brand goals.
- Led website development, including wireframing, prototyping, and CMS management.
- Directed video and photographic content production, ensuring quality and brand consistency.
- Advised company directors on digital trends using research and performance analytics.

