

Kathryn McCawley

art director | designer
creative producer

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(781) 654-7527

Los Angeles, CA

Education

PARSONS SCHOOL OF DESIGN

Design and Technology
MFA, 2019 - 2021

HARVARD UNIVERSITY

Art, Film, and Visual Studies
BA, 2013 - 2017

Skills

Adobe Illustrator,
Photoshop, Indesign,
Figma, Adobe XD,
UX/UI design

Print Layout and Production,
Deck Layout and Design,
Copywriting

Digital Illustration,
Storyboard Pro

Unity (C#), Unreal Engine,
TouchDesigner,
Cinema4D, Blender

Video Production and Editing,
Adobe Premiere, After Effects,
Avid Media Maker

Work Experience

Really - Senior Design Generalist

Los Angeles, CA. July 2023 - present
Developing augmented reality marketing campaigns for major studio films including The Marvels, Mean Girls, Wish, and The Creator. Collaborating with Head of Business Development on creative development and pitch process. Managing production pipelines and providing art direction for team of 3D artists. Designing UX flow and UI assets for native app experiences and marketing assets for campaigns.

EIGHTH AND MAIN - Art Director, Creative Producer, Designer

Los Angeles, CA. May 2017 - present
Freelance and contract services in art direction, production, and design. Recent clients include: Autograph (May 2023: Creative tech and design), Metaversal (April 2023-July 2023: motion graphics and content design), Games for Change (July-August 2023: Festival production and video editing). Tulpamancer and the Golden Key at SXSW - Winner of the XR Jury Award (February 2023 - March 2023: Producer).

AUTOGRAPH - Creative Technologist

Los Angeles, CA. May 2022 - December 2022
Developed interactive installations for AEG festivals and design of web3 campaigns, including the Tom Brady Experience and a digital series with Lionsgate's Mad Men. Contributed to installation development with concept art, tech R&D, creative programming, game UX/UI design, and event production. Launched the Tom Brady Experience series with concept art and storyboards. Collaborated on art direction and design for Lionsgate Mad Men digital artwork series.

WRAPBOOK - Copywriter & Designer

Los Angeles, CA. April 2021 - May 2022
Designed graphics for social and digital. Collaborated with the head editor on online engagement and marketing. Provided copy services for SEO blogs, user guides, advertisements and social assets, and landing pages.

HAYUTIN EDUCATION - Course Instructor & Tutor

Los Angeles, CA. June 2021 - May 2022
Taught and developed high school level courses in AP European History, AP Language, American History, and English Language. Developed personalized courses of study focusing on executive functioning, writing, and literature.

PARSONS, ANEZKA SEBEK - Video Editor

New York City, New York. November 2019 - May 2021
Provided research aid and edited a documentary film for Spring 2020 AR/VR Storytelling course taught by Parsons professor Anezka Sebek at IIT Gandhinagar.

DEREK BOK LEARNING LAB - Course Instructor & Designer

Cambridge, MA. January 2019 - June 2019
Consulted with Harvard faculty on developing media-based courses and lessons with the Learning Lab Team. Created educational videos and creative media promoting the Learning Labs' ongoing projects and workshops.

DUMBARTON OAKS - Creative Marketing & Curatorial Fellow

Washington, DC. September 2017 - September 2018
Collaborated with the curatorial team on its series of rotating exhibitions, including *Martha Jackson Jarvis at Dumbarton Oaks*. Exhibition work included research and development, exhibition user layout, copywriting, and exhibition installation. Designed and produced promotional video, exhibition displays, and program material for ongoing installations and events.