

HI, I'M JARRETT MCPHEE (JRTMCP)

"Do cool things with cool people" is the guiding principal of my career. It's simple, and has served me well. I focus on bringing the right pieces together and solving questions in a surprising manner. Answering underlying questions allows us to find beautiful sparks of perception, generating unexpected solutions that we all can share.

EXPERIENCE

HASBRO
2020 - TODAY

SENIOR DESIGNER GLOBAL BRAND: POWER RANGERS, GHOSTBUSTERS, GIJOE

- Creative Direction & Execution of best-in-class branding, merchandising, event, & packaging design.
- Manage 10-20 concurrent projects of varying scale & complexity.
- Manage a roster of 10+ artists & internal teams.
- Drive diversity & inclusion across all brand touch-points.
- Identify & pitch against whitespace opportunities.
- Lead cross-functional brainstorming sessions 5-8 times a year.

HASBRO
2016 - 2020

SENIOR DESIGNER GLOBAL MERCHANDISING & EVENTS: ACTION BRANDS

- Creation of best-in-class events across the Hasbro's Action Brands portfolio. Specifically events at Toy Fairs, Comic Cons, Celebration, Powermorphicon & Hasbro's own Hascon.
- Creation of best-in-class merchandising design for same.
- Managed on average 4 events per year, with 15-20 concurrent projects per event.
- Managed teams working on each event across many disciplines including but not limited to industrial set design, construction, illustration, 3D light mapping & more.
- Elevated global event brand execution through the identification & adoption of technological advances in all realms of event design.
- Facilitated 4-6 cross-functional brainstorms per year.

JRTMCP & CO
1998 - TODAY

LEGITIMATE PROFESSIONAL

My studio that focuses on building brand identity, & strategic positioning. I work with record labels, restaurants, bars, nightclubs, political candidates, beer companies, brands, large firms, small firms, non-profits, & people just trying to get their projects going.

For the past few years I have been focusing on helping elevate people who work for social good.

WANNA WORK TOGETHER?

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EXPERIENCE CONTINUED...

PROJECT EVOLUTION UX DESIGN & SUPPORT MANAGER

2007-2014

A design & technology firm that created solutions for Fortune 500 level clients in the health & wellness sector.

Clients included: Python.org, Lockheed Martin, Johnson & Johnson, Bristol Meyers Squib, First Data, Hewlett Packard, Microsoft & Regis Corp.

RI AIGA

2008-2009 & 2015-2016

BOARD MEMBER

Rhode Island AIGA board member focused on Community outreach

FIREHOUSE XIII

2005-2006

CO-DIRECTOR

Firehouse 13 was a forward thinking urban project for artists and creative innovators. Established in an old firehouse, FH13 had residential and commercial space available connecting artists, musicians, designers and entrepreneurs.

- Coordinated and booked 15-30 monthly music shows
- Booked 10 gallery exhibits per year
- Hung exhibits
- Managed a team of 3 employees and a 6-12 volunteers.
- Responsible for coordinating monthly licensing.
- Rented and facilitated artist residences in the Firehouse.
- Maintained website and created all print advertising collateral.

PROVIDENCE MEDIA

2003-2005

GRAPHIC DESIGNER

- Designed and art directed many aspects of 3 monthly magazines.
Providence Monthly, East Side Monthly, Campus Connection
- Produced illustrations and covers for publication.
- Art directed photo shoots and illustrations

STANDARD TIMES

1998-2001

GRAPHIC DESIGNER

The Standard Times is the second largest newspaper in Southeastern Massachusetts with a daily circulation of 21,000+. This was my first real design job.

A SKILLS CRIB SHEET

Adobe Creative Suite
Google Suite
Microsoft 365
Mural
Canva

Graphic Design
Creative Direction
Branding & Identity
Web Design
UI/UX
A/B Testing

Illustration
Screenprinting
Letterpress

and more...