

TARREN MCCRAY

SENIOR VISUAL DESIGNER

ABOUT ME

Seasoned visual designer with extensive experience transforming concepts, copywriting, and data into engaging visual content and collateral for marketing and communications across a diverse range of industries. Well-versed in digital, print, and UX design principles, leveraging creativity and a strategic mindset to deliver impactful design solutions.

📍 Alexandria, Virginia

🌐 www.tarrendidthat.com

✉ tarren.mccray@gmail.com

EDUCATION

Bachelor of Arts,

English Language & Literature
Savannah State University

SKILLSET

Graphic Design
Content Creation
Presentation Design
Visual Communication
Creative Strategy
Digital Marketing
Data Visualization
Project Management
508-Compliance

SOFTWARE

Adobe CC

InDesign
Illustrator
Photoshop
Acrobat
Adobe XP

Microsoft Office

Word
PowerPoint
Keynote

PROFESSIONAL EXPERIENCE

Senior Graphic Designer (Contractor/Freelance)

Provided comprehensive design support to creative teams across diverse industries, delivering impactful visual assets for client events, conferences, pitches, and proposals. Created compelling reports, fact sheets, infographics, social media campaign graphics, and visuals to enhance client branding and engagement.

- Institute for Women's Policy Research (2024)
- Manhattan Strategy Group (Dept. of Education Client) (2024)
- Human Resources Research Organization (2024)
- JPA Health (2023)
- United States Chamber of Commerce (2023)
- Stand Together (2023)

Lead Visual Designer

Pyramid Analytics / January 2022 – January 2023

- Led creation of visual content and digital marketing assets that increased brand awareness and attracted leads while increasing brand recall, evolving the visual identity and growing the brand's online presence and audience.
- Developed user-centric content across digital marketing assets, aligning with brand guidelines and business objectives to attract leads and grow audience engagement.
- Assigned tasks and established content brand standards and work priorities; trained freelancers on brand usage and platforms; provided feedback on deliverables

Design Director

BCW Global / Washington D.C. / January 2021 - December 2021

- Worked cross-functionally with creative director, copywriters, and account teams to develop creative strategies and design direction for national public relations campaigns for clients in the pharmaceuticals, industrials and banking industries.
- Led a team of junior graphic designers, providing mentorship, feedback, and artistic direction to ensure the successful execution of client projects within established timelines and budgets
- Conceptualized and produced high-impact digital content, print collateral, fact sheets, and reports to support campaign objectives.

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PROJECT MANAGEMENT

Adobe Workfront
Trello
Asana
Teamwork.com
ClickUp

CONTRACTED CLIENTS

- America's Health Insurance Plans (AHIP) (2020)
- Rent.com (2016)
- Rigby & Peller Lingerie Stylists London (2015)
- Arby's Restaurant Group (2014)
- Beazer Homes (2013)

Associate Content Strategist

Purple Strategies / Alexandria, Va / 2019 - 2020

- Contributed to the development of data-driven creative strategies tailored to meet the needs of pharmaceutical and energy clients.
- Created digital content, including social media graphics, infographics, reports, and interactive experiences, to support the execution of creative strategies and enhance brand visibility.

Digital & Creative Communications Consultant

FTI Consulting / Washington, D.C. / 2017 - 2019

- Supported the firm's strategic communications practice providing Fortune 500 clients with coordinated social media content design, infographics, reports, fact sheets and presentations
- Designed brochures, proposals, presentations, and pitch decks to steward corporate identity and support new business development

Marketing Coordinator

Delta Associates / Atlanta, GA / 2016 - 2017

- Responsible for design and in-house printing of five quarterly industry publications translating real estate and economic data into graphics, charts and maps.
- Developed press releases and marketing initiatives to increase subscriptions to aforementioned publications.
- Executed email marketing, advertisement, and social media campaigns to promote firm products and commercial real estate events.

E-Mail and Direct Mail Designer

EasyCare / Atlanta, GA / 2015 - 2016

- Developed, tested, and deployed responsive HTML email campaigns and design direct mail collateral for auto dealerships promoting sales and service offers that reached an audience of 2,500,000+

Marketing Coordinator

Asian American Hotel Owners Association / Atlanta, GA / 2013 - 2015

- Conceptualized and created brand identity for the "Power of Progress" theme of the 2015 Annual Conference and Trade Show hosted by the association. Designed event signage including way finding signs, popup banners, booth graphics and other print collateral. Coordinated e-mail marketing campaign to promote conference boosting registrations and booth purchases.
- Designed sales and marketing collateral, including brochures, e-mail blasts and newsletters, digital and print advertisements to increase event attendance and grow association memberships.