

ANDREW McBRIDE

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Education:

2005	University of California Santa Barbara	BA / Fine Art: Book Arts Graduated Summa Cum Laude
2003	Santa Barbara City College	AA / Studio Art AA/ Digital Technology & Design

Areas of Expertise:

Software Applications

- Adobe Creative Suite, MS Office, Teams, Basecamp, Smartsheet, Slack.

Trade

- Screen Printing, Dye-Sublimation Printing, Direct to Garment Printing, pattern making, welding, woodworking, fabrication.

Professional Experience:

Senior Graphic Designer Sideshow Collectibles

Newbury Park, CA
Feb 2011 – Nov 2022 | 11 yrs 10 mos

Publishing:

- Acting lead overseeing design, development, production, proofing, and printing of all licensed publishing projects, including coordinating and managing of artists and authors.

Packaging Design and Supportive Assets:

- Responsible for creating unique and custom packaging designs, as well as custom base artwork for high-end collectible fine art statues of licensed characters from Marvel, DC, Star Wars, and Disney, among others. Manage printing production, overseas manufacturing, communicating and coordinating with factories. Other responsibilities include creating technical drawings and instructions for product assembly for consumers.

Photo Editing:

- Responsible for editing product photography, including heavy photo manipulation, masking, retouching, color correcting and all other aspects of photo enhancement.

Decals and Fabric Customization:

- Creating custom water-slide decals for various product applications utilizing tampo printing for manufacturing. Generate detailed instructions for factory application of decals and manage proper production and assembly of assets.
- Create custom fabric for sampling and production, utilizing direct to garment, silk-screen, and dye-sublimation printing techniques. Digitizing fabric patterns and creating blueprints for production and manufacturing.

Fine Art Print Program:

- Responsible for print program concept, lead in strategizing the structure and creation of a business plan to generate a new revenue source. Since it's inception, the Sideshow Fine Art has developed into a multimillion-dollar fine art program.
- Coordinating with licensors, artists, and outside vendors in the concept, approval, sampling, production and manufacturing of fine press printing and custom high-end fine art framing and matting.

Brand Development:

- Creating corporate identity, style guides, logos, various advertising campaigns, apparel and all supportive brand collateral.

Tradeshow Design:

- Creating floor plans, booth designs, advertising, marketing assets, and product displays.

Licensing:

- Working with licensors, managing assets, and submitting original concepts and designs for production approval.

**Freelance Designer
One Shot Design**

Santa Barbara, CA
Dec 2008 – Feb 2011 | 3 yrs 1 mo

- Create original artwork for various applications: sportswear, posters, signs and consumer products.
- Work with businesses to develop company logos and brand identity.
- Research and development of signs, banners, merchandise and branding for companies.

**Creative Systems Director
Retroville**

Santa Barbara, CA
June 2008 – Dec 2008 | 7 mos

- Developed and maintained the company's branding and identity.
- Research and development of new merchandise and products.
- Tradeshow buyer for new products and merchandise.

**Senior Graphic Designer
Tri-Valley Trophies**

Goleta, CA
Mar 2007 – July 2008 | 1 yr 5 mos

- Conducted client meetings and strategized art conception.
- Designed signs, automotive advertising, apparel, banners and various items.
- Oversee Production and manufacturing of merchandise.

**Graphic Artist / Production Mgr.
Blackthorn Graphics**

Santa Barbara, CA
Feb 2005 – Mar 2007 | 2 yr 2 mo

- Create original artwork for various sportswear and apparel products.
- Conducted client meetings and strategized art conception.
- Create color separations for pre-press setup and production.
- Production printing of multicolor textiles and fine art.

Internships

**Preproduction Design
Sideshow Collectables**

Newbury Park, CA
Nov 2005 – Mar 2006 | 4 mos

- Pre-production printing 1/4 scale figure garments/costumes.
- Collect figure character's reference materials.
- Aid in scheduling and planning for pre-production projects.

**Art Intern
Otherworld Tattoo**

Santa Barbara, CA
Dec 2004 – Sept 2004 | 9 mos

- Studied forms and practices of tattooing and tattoo art
- Researched images, colors, color balance, and use of inks.
- Studied tattoo mythology, and acceptances in various cultures.