



Sean Patrick McBride

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objective

Mid-level designer with an emphasis on typography, branding and identity.

technical

Adobe CS4 (all)
CSS
HTML
Javascript

Mac/PC
PHP
XML

qualifications

Extensive experience in typography, information architecture, identity systems, and web design.

A diverse collection of previous working environments and design roles in advertising, graphic design, strategy, in-house, contract, and more.

Dual-platform compliant with extensive knowledge of Adobe, Apple, and Microsoft applications, print production techniques, and comedic stylings.

professional experience

fuseproject San Francisco, CA | 2009 - present

The fast pace of work for an internationally renowned product design firm (and it's equally noteworthy leader, Yves Béhar) is both demanding and rewarding. I'm constantly challenged to deliver innovative and highly conceptual branding and strategy for high-profile products ranging from chairs and lighting to cell phones, electric motorcycles, and underwear- though I've yet to model a pair.

Noise 13 San Francisco, CA | 2008

As a designer at Noise13, a boutique branding agency, I was required to be quite flexible and found myself working on anything from identity development for Swiss chiropractic offices to parking violation signs for luxury hotels in downtown San Francisco which, as it turns out, are surprisingly ubiquitous.

Mortar San Francisco, CA | 2008

At Mortar I conceived advertising pitches, brand platforms, identity systems, web presence, and presentation materials for a variety of clients. I worked with multiple teams to create innovative approaches to promotional strategy and design, and made it to mandatory happy-hours on time.

Street Corner Skateboard Distribution San Francisco, CA | 2007

On a team of only three, I contributed graphics and creative direction for skateboard decks, wheels, soft-goods, and websites under a five-brand umbrella and worked within multiple brand guidelines while growing and expanding each separate brand in fresh directions.

Bright Engine Media San Diego, CA | 2006

Produced products and service tools for clients to enhance their practice, primarily in the real-estate field. Systems included virtual tour microsites, integrated flyers, and customizable promotional product templates.

honors & awards

SF Club of Litho & Print House Craftsmanship Gold Award winner
SFSU Honors Graduate & 5-time Dean's List recipient
Golden Key Scholar nominee and participant
2005 Synapsis Student Art Show acceptance
2004 Chrysalis Student Art Show acceptance

education

San Francisco State University

San Francisco, CA | 2005

BFA Degree, Industrial Arts emphasis in Graphic Design

University of Ulster - Belfast

Belfast, Northern Ireland | 2002

Honors Visual Communication Study
2nd Year Equivalent