



Trevor McBride

ABOUT

Creative Director and hands-on designer who leads with vision and collaboration. Passionate about building brands and shaping stories through design that inspires action. Experienced in guiding cross-functional teams to create cohesive campaigns, immersive digital experiences, and authentic brand identities. Balances concept, craft, and clarity to produce work that's both meaningful and effective.

EDUCATION

Bachelors of Science in Multimedia

Bradley University | September 2006 — May 2009

Associates of Arts & Science in Art

Illinois Central College | September 2003 — May 2006

EXPERIENCE

Interactive Creative Director | FabCom

June 2017 — Present

- Lead and mentor a multidisciplinary creative team of 4–10, including designers, writers, videographers, and developers.
- Oversee all phases of campaign development—from concept to execution—across digital, print, and interactive platforms.
- Collaborate with account and strategy teams to translate business objectives into creative strategies that connect with audiences.
- Provide art direction, visual oversight, and storytelling guidance to ensure brand alignment and quality.
- Build and optimize workflows for project tracking, collaboration, and client feedback.
- Champion the evolution of brand identities, design systems, and content ecosystems.

Senior Designer | University of Phoenix

February 2013 — May 2017

- Designed and led creative execution for integrated marketing campaigns across web, social, and print.
- Partnered with marketing teams to align visual strategy with brand goals and messaging.
- Onboarded and guided designers to maintain consistent brand visuals and creative quality.
- Supported ongoing development of brand guidelines and creative frameworks.

CORE STRENGTHS

Creative direction & brand storytelling

Design systems & visual identity

Integrated campaign development

Digital & interactive design

UX/UI principles

Print & digital production

Illustration & vector graphics

Team leadership & mentorship

Project management & workflows

Adobe Creative Suite CC



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Contract Designer | Vision Service Plan (VSP)

August 2016 — October 2019

- Produced print and digital assets for VSP On-site Clinics while adhering to localized brand standards.
- Worked directly with leadership to manage priorities, timelines, and creative needs.

Lead Designer | WestStar Media Entertainment, Inc

March 2011 — February 2013

- Managed a design team producing digital and print marketing content, from email campaigns to show graphics.
- Directed a full corporate rebrand, creating new visual identity and design guidelines.
- Oversaw creative workflow and ensured quality across multiple content streams.

Contract Designer | Cancer Support Community — Arizona

June 2010 — January 2017

- Developed digital and print materials supporting awareness and fundraising initiatives.
- Managed creative timelines and collaborated directly with program staff to deliver consistent, mission-driven design.