PATRICK MCAREE

EXPERIENCED DESIGNER / STRATEGIC PROBLEM SOLVER / CREATIVE LEADER

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Creative leader with 16+ years of experience and 10+ years in creative leadership, building brand systems, integrated campaigns, and scalable creative operations. Combines strategic thinking and hands-on design expertise to connect creative execution with customer acquisition, engagement, and business growth. Experienced leading cross-functional teams and external partners, modernizing digital marketing workflows, and using emerging AI tools to improve creative production and efficiency. A collaborative, solutions-oriented leader who balances creative quality, operational discipline, and business objectives.

CORE STRENGTHS

Creative Direction & Brand Systems / Integrated Campaigns / Performance-Minded Creative
Digital & Ecommerce Marketing / Visual Storytelling / Cross-Functional Leadership
Creative Operations & Workflow Development / Production & Vendor Management
Asset Management / AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

NORTH SAILS - *Creative Services Director* March 2022 – September 2026

- Led creative strategy, brand direction, and execution across a global brand, connecting marketing, product, digital, and ecommerce initiatives to broader business objectives.
- Led the evolution from a print-heavy marketing model to an integrated digital and ecommerce ecosystem, building scalable creative frameworks, campaign systems, and digital experiences to support customer acquisition, engagement, RFQ generation, and ecommerce conversion.
- Directed 10+ major campaigns annually, 3+ major product launches, and 4+ photoshoots, maintaining creative quality and brand consistency across channels and touchpoints.
- Led cross-functional teams and external creative partners from concept through delivery, balancing creative ambition, production needs, and competing priorities.
- Introduced improved workflows, creative systems, and emerging technologies to increase efficiency, extend creative capabilities, and strengthen consistency across the organization.
- Partnered with marketing, product, technology, and executive leadership to align creative direction with business needs and support year-over-year ecommerce growth; mentored creative talent.

NORTH SAILS - *Senior Art Director* September 2020 – March 2022

- Developed campaign concepts and delivered hands-on creative across digital, ecommerce, email, paid and organic social, print, and advertising.
- Art directed 3+ major product launches annually, translating marketing objectives into cohesive campaign concepts and channel-specific creative assets.
- Planned and directed 4+ annual photoshoots, partnering with photographers and production teams to develop compelling visual assets for campaigns and product storytelling.
- Adapted creative across channels, extending asset value, solving production challenges, and maintaining brand consistency while supporting customer engagement and ecommerce performance.

NORTH SAILS - ***Art Director*** January 2016 – September 2020

- Designed and produced visual assets across integrated campaigns, product launches, digital, print, ecommerce, email, advertising, and social channels.
- Translated creative concepts and brand direction into polished, production-ready designs, with a focus on layout, typography, imagery, visual storytelling, and brand consistency.
- Contributed to photoshoots and creative production, including art direction, image selection, retouching, and final asset development.

WORLDWAYS - *Creative Manager* June 2011 – January 2016

- Provided creative leadership and problem-solving in a fast-paced agency environment, supporting 15+ clients annually across healthcare, consumer, and brand marketing.
- Developed integrated campaigns to increase awareness, engagement, and traffic while balancing client objectives, audiences, budgets, and timelines.
- Partnered with Boston Medical Center on multi-year health and awareness campaigns and helped launch a low-income Health Net insurance plan, translating complex information into clear, compelling communications.

BT GROUP - *Brand Designer* January 2011 – June 2011

- Developed and rolled out environmental, social, and governance branding for sustainability initiatives, creating a cohesive visual identity and communications system.
- Partnered with leadership to translate strategic priorities and complex ideas into creative concepts for internal and public-facing communications.

MOO INC. - *Graphic Designer* August 2010 – December 2010

- Created customized business cards and marketing collateral for 30+ businesses in six months, translating client brands into polished, production-ready creative.
- Managed a high volume of projects while maintaining creative quality, brand consistency, and fast turnaround; contributed to an early U.S. market test for the MOO.com business model.

TOOLS & DIGITAL PLATFORMS

Adobe Creative Cloud / Figma / UX/UI Design / Email Service Providers / Shopify / WordPress / AI-Assisted Creative Tools & Workflows / Digital Asset Management

EDUCATION & CERTIFICATES

B.A., Design + Advertising / Vermont State University
Digital + Web Design Certificate / Rhode Island School of Design
UX Design Certificate / General Assembly