

BROCK

VISUAL DESIGNER | Visual systems, interaction, and intentional motion

Passionate creative systems leader with 20+ years of experience operating at the intersection of creativity and technology, designing product and service experiences across digital and physical touchpoints. I integrate modern tech such as AI-enabled workflows to accelerate ideation and improve execution.

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Portfolio
<http://www.brockmcclung.com>



KEY OUTCOMES / CAREER HIGHLIGHTS

- Enabled \$20M+ hyperscale deal by redesigning lead-generation UX flows and fixing broken CRM entry points.
- Generated \$4M in campaign revenue directing visual strategy for a high-performing multi-channel investment promotion.
- Lifted team output 30–40% through modular design systems, workflow standardization, and hands-on creative mentorship.
- Cut production timelines up to 75% by integrating AI-assisted workflows (image, motion, voice) without sacrificing brand quality.
- Increased social engagement 45% leading multi-channel asset production for ICI's flagship MF100 campaign.

EXPERIENCE

Creative Design Director **09/2016 - Present**
Brockstar Creative LLC, *Springfield, Virginia*

- Founded and operate a creative studio; own client acquisition, project scoping, and end-to-end delivery across brand identity, digital, print, and motion.
- Built scalable, modular design systems deployed across multi-channel platforms—driving 20%+ measurable brand growth for clients.
- Integrated AI tools (Midjourney, NanoBanana, voice synthesis) into production workflows, accelerating output 40% while maintaining creative quality.
- Reduced stakeholder misalignment and rework through early-stage UX flows, wireframes, and prototypes.

Senior Graphic Designer - (Hybrid Remote) **04/2024 - 08/2024**
Investment Company Institute (ICI), *Washington, D.C.*

- Translated complex financial datasets into clear, brand-aligned research publications for institutional investors overseeing \$1.26T in assets.
- Produced multi-channel visual assets for MF100 campaign—boosting LinkedIn and X engagement 45%.
- Created motion graphics, video edits, and AI-assisted visuals for conferences, promotional reels, and campaigns.
- Coordinated approvals across research, legal, and comms teams under strict compliance and deadlines.

Senior Web Designer - (Remote) **06/2021 - 01/2023**
Sabey Data Centers, *Ashburn, Virginia*

- Owned corporate web properties and UX architecture; optimized lead-gen flows that directly contributed to a \$20M+ hyperscale deal.
- Improved site performance 30% via WordPress/Elementor technical optimization—reducing load times and streamlining plugin architecture.
- Delivered C-suite presentation decks communicating UX findings, performance insights, and digital roadmap recommendations.

Senior Web Designer | Direct Response Specialist - (Hybrid Remote) 02/2012-10/2019
InvestorPlace Media, *Rockville, Maryland*

- Led visual direction for a \$4M+ multi-channel financial campaign—delivered across print, email, web, and video in a 6-week cycle.
- Mentored junior designers and standardized workflows, improving team production efficiency 30-40%.
- Designed direct mail packages that outperformed control groups by up to 40% in revenue benchmarks.
- Produced motion graphics and video sales letters (After Effects, Premiere) supporting financial product campaigns across multiple analyst brands.

OTHER PREVIOUS EXPERIENCE

Graphic Designer 05/2006-09/2011
Thompson Publishing, *Washington, D.C.*

- Designed monthly multi-page HR compliance publications and premium perfect-bound annual resource guides for a national publishing audience.
- Early adopter of emerging web design—built first-generation web banners and sales pages as the discipline was still taking shape.
- Suggested and prototyped design of publications for tablet when Apple iPad and publishing feature within Adobe InDesign was introduced.

Graphic Designer 05/2004-05/2006
Aquent (Contract), *Washington, D.C.*

- Placed as contract designer across multiple clients—demonstrated fast ramp-up and adaptability working within varied brand systems and workflows.

Graphic Designer

Rosenthal Partners (Contract), *Bethesda, Maryland*

- Stepped into an active creative team mid-project; redesigned print catalog pages in QuarkXPress with zero acclimation time—earned direct praise from the Owner, Creative Director, and Studio Director for typographic precision and immediate impact.

Graphic Designer

LM&O Advertising (Contract), *Arlington, Virginia*

- Designed national billboard, magazine, and newspaper campaigns for Army National Guard recruiting following Hurricane Katrina.
- Created print ads for Washington Metro Transit across Washington Post and City Paper—early experience bridging mass-transit communications and large-format design.

Owner / Operator 09/2001-02/2004
The Joystick Lounge, *Baltimore, Maryland*

- Founded and operated a retail gaming business from the ground up—managing sales, inventory, vendor relations, marketing, and tournaments end-to-end.
- Analyzed monthly sales reports and tracked gaming industry trends to make strategic stock and investment decisions; grew revenue 1,400%+ over 2.5 years in operation.

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RESUME [3/3]

Graphic Designer04/1998-06/2001

Westend Press, *Washington, D.C.*

- Sole designer for a commercial print shop serving marquee clients including World Wildlife Foundation, Herman Miller, Park Hyatt, Ritz Carlton, XM Radio, and Blue Mercury Spa.
- Designed within strict brand guidelines for multiple large organizations simultaneously—always on deadline, always on budget.
- Became the pressmen's go-to for prepress: owned digital file prep and quality checks across desktop publishing software, reducing production errors at press.

TOOLS

Figma, Adobe Creative Cloud (After Effects, Photoshop, Illustrator, InDesign, Premiere), WordPress, Elementor, Webflow, Framer, Rive, Tableau, Wrike, Slack

AI-Enabled Creative Systems Tools

ChatGPT, Claude, Gemini, Claude Code, Midjourney, NanoBanana

CORE COMPETENCIES / SKILLS

- **Design Systems, Brand Identity & Systems:**
Concept-driven identity design, scalable visual frameworks, cross-platform consistency, design system architecture
- **Art Direction:**
Photography direction, mood systems, visual territory definition, narrative and compositional frameworks
- **AI-Enabled Workflows:**
Midjourney, NanoBanana, AI image/motion/voice integration into brand and content production pipelines
- **UX & Prototyping:**
User flows, wireframing, information architecture, interactive prototyping, accessibility-aware design
- **Motion & Interaction:**
Motion principles, micro-interactions, animated explainers, storyboarding (After Effects, Rive)
- **Leadership:**
Creative direction, team mentorship, design critique, cross-functional stakeholder alignment

EDUCATION

- **Center for Digital Imaging Arts @ Boston University** — Graphic Design Professional Certification
- **Art Institute of Pittsburgh** — Visual Communications Major
- **Lincoln University of Pennsylvania** — Computer Science Major