

Jeff McCoy

CREATIVE DIRECTION • DESIGN • MARKETING

Dana Point California

insidesurf1@cox.net

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Jeff McCoy has been an influential creative mind in the Action Sports and Fashion Lifestyle Industries over the past 20 years. Born and raised in the Orange County coastal communities between Huntington Beach and San Clemente through the 70's and 80's, it was inevitable that Jeff would end up an avid surfer, skateboarder, and later snowboarding enthusiast. Jeff's passion for these sports inspired him to explore art, design and photography as a way of staying in touch with the lifestyle he immersed himself in as a kid. He was fortunate enough to earn a scholarship to attend the Art Institute of Southern California in Laguna Canyon, where he graduated with a Bachelor of Arts degree in 1995. Majoring in Graphic Design and Illustration with an emphasis on merchandising and related business development, provided a solid foundation for the future. While attending the art institute he began his design career and earned residual income doing freelance graphics and photography for the action sports apparel market place. His clientele included several big names in the industry, including Quiksilver, Billabong, Rusty, Vans, Guess, Abercrombie, Pac-Sun and Surfing Magazine. After graduating college, Jeff continued to grow his freelance business which allowed him the freedom to travel, surf and expand his ever - growing design and creative capabilities. In 1997 Jeff started working with Rusty Surfboards as a Graphic Design Consultant under the Legendary Peter Townend. The wealth of knowledge and network contacts he would establish over the next two years would shape his career direction for the future. Having accumulated sufficient experience in Design, Merchandising and Marketing, Jeff took on his first in-house Art Director position for Ocean Pacific from 1999-2002. During this time Jeff helped drive the successful re-branding of one of the original icons of the industry. He managed the creative team and developed a new approach to strong, cohesive merchandising and brand licensing through design, that would set the standard for years to follow. At this point, Jeff had established a reputation and made a career choice to start his own design and marketing consultation business that is focused on product design, corporate identity packaging, alternative branding concepts and advancing market awareness. From 2002 until today, Inside Designs has been involved with several design and marketing projects for a

diverse client base: Quiksilver, Oakley, No Fear, Burton, Airwalk, Perry Ellis, Guess, The X-Games, Power Balance, Sony Pictures and an eclectic mix of several other well-known brand names. Working in-house as a creative director, or managing a team of designers from a satellite location, Jeff's clients retain his services and receive the necessary focus to attain their goals. Having spent the past 11 years committed to being a father, business man, artist, inventor and avid surfer, Jeff has carved a niche for himself that shows his passion for outstanding design and innovation will continue for many years to come!

Education

BA Graphic Design & Illustration

Laguna College of Art & Design

Laguna Beach California
Mar 1992 - Mar 1996

New section

Jeff's Official Resume

Jeff McCoy, BFA (949) 981-6004 insidesurf1@cox.net

PROFESSIONAL SUMMARY

17+ yrs experience in Graphic Design and Marketing
Development (Creative Direction and Campaign Initiatives)
15+ yrs experience Merchandising & Product Development
12+ yrs experience Brand Extension and New Business
Development
Highly Organized Planning, Administration and Execution Skills
with numerous clients in a variety of Industries
Highly Accomplished Leadership Abilities (Directing Teams,
Presentations, Managing, Planning, & Execution)
Highly Developed Organizational Project Planning,
Management, and Execution Skills
Proficient at all Design Specific Mac Software (CS2 - CS5)
Illustrator, Photoshop, Indesign, Powerpoint, Acrobat

CORE SKILLS

Creative Design Direction - Product and Packaging Design -
Branding / Merchandising - Photography - Strategic Line
Planning - Market Research & Analysis - Contract Negotiation
- Website Development - Sales & Marketing Development -
Corporate ID Consulting

DESIGN DEVELOPMENT EXPERIENCE 1995 - Present

Design Development Consultant
Marketing Strategies, California, New York, China
Developed: "Corporate Identity Packaging" for industry specific
manufacturers and their vendors
Created / Invented: Several Patented Products to revolutionize
industry standards
Marketed: Numerous Branded Products to revolutionize
industry standards
Successfully Managed Strategic Design Planning &

Development, Funding & Capital Acquisition Strategies, &
Market Analysis

Developed Licensing initiatives to allow for cross pollination
within different industries

Coordinated Design Development Teams and Directed the
execution of full product lines thru sampling and production

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execution of full product lines thru sampling and production

Produced & Hosted Marketing Events to promote the launch of
various product lines

Partial List of Consulting Clients Personally Acquired between
1995 - Present

Sony, Adidas, Boost Mobile, LCAD, Infinity, Quiksilver,
Billabong, Rip Curl, Rusty, Lost, Pery Ellis, Guess, Alpine
Stars, Ergo, Power Balance, Ocean Academy, Body Glove,
Nash Sports, Monarch Properties, A2Z Trends, Monster
Cable, Pipeline, SF&Associates, Syte Gear, Total I Repair, Big
Ideas, Delphino

Entertainment, Airwalk, Sunride Corp, Street Surfing, HIC,
Pristine Hydro, Truth, Green Alter, Aqua Friends, Crossfit,
O'neill, Monster Energy, Dessert Assassins, Outlaw Offroad,
Airborne, Fuel TV, Alliance, Sanuk, Dragon Optics, Gunnar
Optics, Electric, Sun Diego, Pac Sun, Hurley/Nike, Smokey's
House of BBQ, MTV, Mckibben Studios, Rick Wall Racing, Sea
Launch, Tattooed Steel, OP, Wave House

WORK HISTORY EXPERIENCE

Art Director / Graphics and Marketing (LLC, Partner) 2003 -
2007

Black Heart Brotherhood Studios, San Clemente California

Leadership Role in Strategic Line Planning and Design

Execution of Clientele branded products

Oversee teams of Designers and Artists to meet clients goals
and provide finished product samples

Work closely with VP of Marketing to assure all projects
display a cohesive brand story thru visual media

Art Director / Graphics and Merchandising 2000 - 2003

No Fear USA, Carlsbad California

Leadership Role in Strategic Line Planning and Design
Execution of NO FEAR branded products
Oversee team of Designers and Artists to meet company goals and provide finished product samples
Work closely with VP of Marketing to assure all projects display a cohesive brand story thru visual media
Work closely with VP of Sales to create SMU Packages relative to major International retail buyers needs

Creative Director / Graphics and Merchandising 1998 - 2000
Ocean Pacific, Irvine California
Leadership Role in Strategic Line Planning and Design
Execution of OCEAN PACIFIC branded products
Oversee team of Designers and Artists to meet company goals and provide finished product samples
Work closely with VP of Marketing to assure all projects display a cohesive brand story thru visual media
Work closely with Global Licensing affiliates to assure brand cohesion on an International Level

EDUCATION

MFA - Graphic Arts (Teaching) Academy of Arts University, San Francisco (Currently)
BA - Graphic Design (Business Development) Laguna College of Art and Design, 1996
Associates level studies - Graphic Arts Saddleback College, Mission Viejo 1993