

# Nod McFall is a Senior Art Director in Queens, NY >:)

## CONTACT

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nodmcfall.com

## EDUCATION

The Creative Circus, Atlanta  
Art Direction, 2018-2019

Washington State University  
B.A. Advertising, 2018-2019

## AWARDS

D&AD 2022 | Yellow Pencil  
Illustration/Collab, *I'm Really From*

The One Show 2022 | Gold Pencil  
Craft/Illustration, *I'm Really From*

The One Show 2022 | Wood Pencil  
Posters/Series, *I'm Really From*

D&AD 2021 | Wood Pencil  
Campaigns, *Send Noods*

D&AD 2021 | Wood Pencil  
Campaigns, *Be A #VILF*

Cannes Lions 2021 | Bronze Lion  
Campaign, *Be A #VILF*

The One Show 2020 | Silver Pencil  
Young Ones, Campaign, *Kingfluencers*

## BRANDS

Fi, Xbox, Surface, 365, Windows, Topo  
Chico Hard Seltzer, Wynn Casinos,  
OkCupid, Kraft Mac & Cheese, Pfizer,  
T-Mobile, Bank of America, Hulu, King  
Arthur Baking Company, Indeed.

## FREELANCE EXPERIENCE

Mischief USA, Decoded Advertising,  
Merkley & Partners, Redesign Health,  
SS+K, DCX Growth Accelerator

## FULL-TIME EXPERIENCE

Fi | Senior Art Director, NY  
May 2024 - Present

- Concepted, art directed, and produced Fi Mini campaign, producing TVC, static, web, and social assets.
- Produces high volume of testing assets on Meta, accounting for a ~\$35k average daily ad spend.
- Frequent collaboration with Product team to streamline in-app user flows, strengthening subscriber retention and boosting average daily upgrades to latest device.
- Manages roster of photographers for Brand Design team.
- Owns Fi's online retail storefronts, ensuring consistent branding and clear comms across channels.
- Produced hundreds of social assets under tight deadlines for the 2024 holiday season campaign, resulting in landmark sales for Black Friday & Cyber Monday.
- Boosted social engagement through design and launch of a custom TikTok filter for the Olympics, a brand-first.
- Drove record conversions through email marketing during Fourth of July Weekend.

Superdigital | Senior Designer on Xbox, NY  
July 2023 - April 2024

- Nurtured a team of 3 creatives to produce high volumes of monthly organic and paid social content, garnering thousands of engagements and millions of weekly TikTok views, resulting in a 13% growth in followers.
- Streamlined processes for the Xbox account through close collaboration with account managers and meticulous usage of project management tools.
- Frequently utilized across agency as the principle presentation designer for several Superdigital clients.

Mojo Supermarket | Senior Art Director, NY  
2022 - 2023

- Truth, Bleacher Report, NHL, Match.com, Facebook

Droga5 | Senior Art Director, NY  
2021 - 2022

- Asian American Federation, Topo Chico Hard Seltzer, Enphase.

Mischief USA | Art Director, NY  
2020

- OkCupid, Kraft Mac & Cheese, and Pfizer.