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## EDUCATION

### Georgia Institute of Technology

B.S. in Literature, Media, and Communication

Focus in Design & Visual Communication

- + Major GPA 3.92
- + Student Athlete: Cheerleading
- + 3 year member, scholarship recipient & letterwinner
- + HOPE Scholarship, Dean's List, and Faculty Honors recipient

## CORE SKILLS & EXPERTISE

- + Adobe Creative Suite (PSD, ID, AI)
- + Creative Direction & Leadership
- + Large Scale Design & Print Design
- + Integrated Campaign Strategy
- + Branding & Storytelling
- + Studio & Sports Photography
- + Innovation & Trend Awareness
- + Event & Experiential Creative

## FUN FACTS

- + Graphic Designer for Atlanta Final Four 2020
- + In the Superbowl LIII Halftime Show
- + Lived on 3 continents
- + 2 sport DI athlete
- + 2024 League of Dragons **Fantasy Football Champion**

# McLain Broussard

Reification-focused Creative with 7+ years of experience **leading branding, integrated campaigns, and creative teams** across sports, lifestyle, and consumer industries. Proven ability to guide work from **concept to execution**, delivering bold, storytelling-driven design that achieves measurable impact. Adept at **client presentations, cross-channel strategy, and mentoring creatives**, with expertise in Adobe Creative Suite and live event content creation. Recognized for driving **brand consistency, engagement growth, and innovative solutions** under tight deadlines in high-profile environments.

## EXPERIENCE

### U.S. Olympic & Paralympic Committee (USOPC)

Senior Graphic Designer

Interim Mgr., Creative & Brand Design

Jan 2024 – Present

The USOPC oversees Team USA, supporting athletes and leading U.S. participation in the Olympic and Paralympic Games while managing global brand presence across media and events.

- + Assisted in managing a design team that delivered **730+ graphics for the Olympic & Paralympic Games**, while personally producing **150+ live-event assets** resulting in **95M+ engagements and 2M+ new Team USA followers**.
- + Stepped into interim team lead/manager of creative and brand design role for 3+ months, **managing a team of 6 designers** through a rebrand of Team USA's social identity, Olympic and Paralympic Trials, and preparation of the Paris 2024 Games, creating 50+ templates and establishing a cohesive brand identity.
- + Partnered with social and marketing teams to **strategize and execute cross-channel campaigns**, ensuring brand consistency across all platforms.
- + Developed pitch **decks, creative guidelines, and campaign toolkits** to align with strategic goals and client objectives.
- + Served as shift lead during Games, **managing live content creation, creative workflow, and designer output** under high-pressure timelines.

### Mizzou Football

Interim Creative Director

2022 – 2023

University of Missouri's Division I football program competing in the SEC, with one of the nation's most visible collegiate athletics brands.

- + Sole full-time designer for the 2022 season, **overseeing all social media content, recruiting campaigns, and in-game visuals**.
- + Designed the **"Tiger Script" logo, a new brand element** featured on official helmets and celebrated by fans and media.
- + Directed a student creative team, **managing design output, photography, and content planning**.
- + Collaborated with coaches, recruits, and marketing leadership to **translate strategy into creative concepts**.

### Roth Premium Foods

Head Graphic Designer & Marketing Specialist

2021 – 2022

One of the fastest-growing U.S. prepared food manufacturers, producing fully cooked proteins and meal solutions for 8,000+ retail and food service locations. USDA-inspected, SQF Level-2 Certified facility in Colorado Springs.

- + **Directed creative strategy for two full product line rebrand**, including packaging, logo systems, and brand guidelines.
- + Designed **integrated marketing campaigns across digital, print, and social channels** to support national roll out.
- + Produced pitch decks and sales materials for leadership and retail partners, **securing brand buy-in and placement**.
- + Managed external vendors, ensuring deliverables **aligned with brand vision and marketing goals**.

### Georgia Tech Athletics

Graphic Designer & Creative Intern

2018 – 2021

Georgia Tech's NCAA Division I athletics department, representing 17 varsity teams and undergoing a major rebrand with adidas during tenure.

- + Created social media graphics, recruiting collateral, billboards, and apparel designs for 17 athletic programs.
- + Contributed to **Georgia Tech's rebrand roll out**, ensuring creative consistency across platforms and campaigns.
- + Supported **integrated cross-channel initiatives** that boosted fan engagement and recruiting visibility.
- + Partnered with marketing and communications staff to deliver creative concepts aligned to brand strategy.