

GRACE MC NALLY

ART DIRECTOR

ABOUT ME

From directing music videos & cooking shows, to working as an AD for pharmaceutical companies and creating viral content for small businesses, my creative path is squiggly. My background in photography and production frames my eye as an Art Director. My passion for people and all things that they're passionate about fuels my creative ideation. As a team member I'm a cheerleader, a problem solver, and ALWAYS excited to learn. In my personal life I create art constantly for myself and with others, am an avid gamer & play on a ladies gaelic football team. In my freetime I draw inspiration from children's media, nature & through community work.

WORK EXPERIENCE

Creative Producer @ Allegro Photo Industries

Freelance, (2018-Present)

Started in 2018, through Allegro Photo Industries I offer creative services to individuals and businesses of all sizes.

Services include: Full Service Photo + Video, Art Direction, Retouching, Social Content, and Social Strategy with clients Meta, PBS, Diageo, Adidas, HSBC, & giffgaff.

Content Creator @ Bolivian Llama Party

Freelance, (2023-Present)

Managed social media account of 26K+ followers, raising reach 485% to date with over 183K impressions. Created moving and still social assets to promote food, drinks, community & Bolivian Culture to NYC

Art Director @ Area 23

Permanent (2022-2023)

Mid level Art Director responsible for the generation and execution of creative concepts from idea to design through finished product. Assist Art Supervisor on larger, more complex projects. Concepted & Pitched campaigns for pharma companies including The American Red Cross, Astra Zeneca and Sanofi.

EDUCATIONAL HISTORY

Creative Comeback (2024)

Creative Comeback NYC is a program made for returning creatives. Kicked off by Creative Equals in 2019 it's an opportunity for women, non-binary and gender non-conforming folk to return to creative work. Spearheaded by Creative Equals, Adobe, D&AD and Diageo, participants work with developing technology & pitch work to Diageo to re enter the creative field with a unique edge.

D&AD Shift with Google (2022)

D&AD Shift is an intensive night school for self-made creatives, that partners with industry experts from NYC and London's top brands and agencies including McCann, Spotify, Adobe, Adidas & more.

Graduate of 2022, Alumni, Mentor & Speaker

WHY ME?

01

Gen Z with roots in Gaming, LGBTQ & Music communities

02

5+ Years of production experience in varied roles

03

Fashion Photographer of 6+ Years, strong conceptual work

04

Roots in UK & US youth scenes

PORTFOLIO

<https://www.gracemcnally.com/>
[instagram](#)

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TOOLS

Adobe proficiency (specialized in Photoshop), Sketch, Photographer of 6+ years, AI Art creation (Midjourney, Runway), Grasp of Gen Z internet culture, iPhone native content expertise