

● Griffin McCabe

Creative strategist and art director. Conceptualizing, publishing and brand systems for culture and community.

Brooklyn, NY
griff.mccabe@gmail.com
619 453 3418
griffinmccabe.com
linkedin.com/in/griffinmccabe

WRITING AND PUBLISHING

PRINT Magazine, bylined article, 2026

The World's Best Typography 46, co-editor and introduction

The World's Best Typography 47, co-editor and foreword
(Slanted, forthcoming)

SELECTED WORK

Type Drives Commerce, conference concept and program

Sony Hall, venue identity and marquee system

Luxury residential development, website concepts for a creative agency, 2019

First-ever talk about BRAT Campaign design, Typography After Dark and the **TDC Awards ceremony**

EXPERIENCE

Type Directors Club

Strategic Program Manager

Mar 2024 – Sep 2026

New York

Platform and programming. Co-produced and programmed Type Drives Commerce, TDC's first in-person conference in six years: a sold-out, 300-capacity, 18-speaker day that contributed 30% of TDC's annual income. Shaped the theme, speaker program and campaign with Jolene Delisle and The Working Assembly, directed the visual identity, and secured 16 sponsors covering operating costs.

Board and advisory leadership. Led board advisory work and served as liaison to the board and steering committee, working with advisory members from BASE Design, Sunday Afternoon and Yale. Researched, met and inducted four new advisory board members, and created events and workshops with the steering committee.

Cultural programming. Built events for younger audiences linking typography with music and contemporary culture, including Typography After Dark and Brent David Freaney's talk on BRAT. Produced the TDC72 Ceremony at The Lighthouse: curated the winners' poster exhibition, made the signage, film and slides, and secured Alex Center as host.

Publishing and partnerships. Secured a publishing partnership with Slanted. Co-editor of The World's Best Typography 46 and 47, rebranded the annual's campaign assets and scripted the placement of 600+ winner images and credits. Built partnerships with Adobe and Glyphs.

Global competition strategy. Coordinated TDC71 and TDC72 across 60+ countries. Expanded the guidelines and judging criteria for Arabic, Cyrillic, Indic, CJK and Thai writing systems, rewrote the jury manual and coordinated international juries of 12 specialists each. Across both years, entries grew 20% and entry-fee revenue 15%.

Brand, digital and systems. Led the launch of tdc.org and rebranded its identity into guidelines for all visual communications. Co-developed Weekly Type, a LinkedIn newsletter that reached 4,800 subscribers, about 30% of TDC's 14,888 followers, and became shareable news content. Built automated workflows for membership, competition, scholarship and publishing, cutting processing from weeks to hours.

Sony Hall

Art Director

Aug 2022 – Sep 2023

Manhattan

Brand identity and hospitality. Developed the venue's visual identity from the street inward: the Paramount Hotel entrance, bar and café branding, menus, event programs, lobby screens and festival displays up to 20 by 10 feet.

Flexible systems. Turned outdated exterior marquees into a typography and billing-card system for changing artists and shows. Project managed the exterior end to end, from lighting and construction to fonts and printers, within city ordinances and approvals. Established brand guidelines and an asset library.

Campaigns and conversion. Created show identities and campaigns for Yasiin Bey, Talib Kweli, GZA, George Clinton, Seun Kuti and Black Star across social, print, screens and signage. Rebranded the calendar programs with QR codes linking to Ticketmaster; scans and click-through rose 60%, building a subscriber pool for remarketing.

**Fresh Paint Design Co. /
Superblind Design**

Freelance Art Director and
Designer

2011 – Present

Brooklyn

Identity and campaigns. Develop identity systems, campaign graphics and photography for Apple Arcade, Uber Eats and Neverwold Festival, extended across digital, transit, billboard and environmental applications. Earlier freelance work for Kenneth Cole and Effy Jewelry. Designed and delivered national collateral: bus panels, phone booths, billboards, print, train station entry gates and invitations.

**Opera Ghost / BLAME
Recordings**

Artist Manager, Label
Founder, Creative Director

Aug 2015 – Jul 2022

London

Artist brands and label. Built artist brands from inception, using audience research to shape positioning, visual identities and integrated release campaigns. Founded BLAME Recordings with Sony / The Orchard distribution and a six-figure marketing drawdown, led a 20+ person international team, and mentored the team hired to support the label's artists. Creative director for Nancy, a co-created artist brand that won Best Packaging Design 2019, and for every Tigercub album from 2015 to 2022.

Partnerships and audience. Built collaborations with VICE, Dr. Martens and Converse, and secured television placements with HBO, CBS and Hulu. Used email conversion data to plan exclusive presales that generated demand, selling 500 Tigercub vinyl copies in 35 hours.

**Muscle & Fitness /
American Media**

Staff Designer

Oct 2019 – Dec 2020

New York

Editorial design. Laid out a nationally distributed, 100+ page monthly with editors and the photo department. Developed the Mythbusters nutrition feature, which ran across four issues.

**Velvet Hammer Music &
Management**

Junior Manager and
Designer

Jan 2011 – Nov 2014

Los Angeles

Created AFI's launch initiative, cryptic zodiac symbols fans could decode, which went viral on Twitter, and developed participatory launch concepts for Coheed and Cambria. Redesigned the company website, which won Site of the Day on Awwwards, and rebranded the letterhead and marketing materials. Designed the logo and packaging for **XTRMST** with Davey Havok and Jade Puget, and tour posters, record artwork and merchandise for a roster including System of a Down and Deftones. Supported the discovery and signing of Code Orange, later Grammy-nominated.

Skills

Expert in InDesign, Photoshop, Illustrator, Figma, Keynote, Google Slides, Premiere and Google Workspace, and copywriting for biographies and press release campaigns.

Research and presentation Audience research, pitch and deck development; programmed the Type Drives Commerce slideshow in Keynote.

Marketing HubSpot, Mailchimp, YAMM, market segmentation, influencer validation, P&L management.

Process Drafting, prototyping, rendering and production for print, digital and physical formats.

Contracts and rights IP compliance, master recording agreements, publishing administration, contract redlining, creative asset licensing, typography EULAs, work-for-hire review.

Systems CMS platforms, GitHub, AI engineering and agentic programming.

Education

Type Design, Type Directors Club, 2019 · Los Angeles College, 2010-2012 · MiraCosta College, 2009-2010