Griffin McCabe

Creative Strategy, Typography & Brand Identity

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WRITING, PUBLISHING & AWARDS

Transworld Surf: Contributing photographer.

Awwwards Site of the Day: Velvet Hammer.

PRINT Magazine: Bylined article on typography, business and commerce, 2026.

The World's Best Typography 46: Editor and introduction.

The World's Best Typography 47: Editor and foreword.

SELECTED EXPERIENCE

Fresh Paint Design Co. — Freelance Design & Photography

Jul 2023 – Present · Brooklyn

Developed identities, logos and campaign collateral for clients including Apple Arcade, Uber Eats and Neverwold Festival across print and digital.

Art-directed festival campaigns spanning social media and outdoor placements, including transit, bus stops and billboards.

Produced editorial and commercial photography across action sports, travel and culture, published internationally.

Type Directors Club — Program Manager

The One Club for Creativity · Mar 2024 – Sep 2026 · New York

Third employee in TDC's history, helping modernize the organization through creative direction, international outreach, partnerships and programming.

Publishing & Partnerships: Initiated and secured TDC's first partner-publisher agreement with Slanted, preserving its internationally distributed annual. Contributed art direction and distribution planning; edited Typography 46 and 47 and wrote their introduction and foreword, respectively. Secured additional partnerships with Adobe and Glyphs.

Creative Direction & Programming: Co-chaired Type Drives Commerce, developed its theme, directed the conference brand and curated speakers including Teddy Blanks, Zipeng Zhu, Min Lew, Gary Fogelson, Lauren Hom, John Kudos, Brent David Freaney, Audrie Poole and Rich Tu. Led speaker outreach, sponsor pitches and committee coordination.

Cultural Programming: Produced Brent David Freaney's talk on Charli XCX's brat identity—TDC's highest-selling single event—alongside Typography After Dark, David Carson's Rules of Grafik Design preview and Book Night. These four programs collectively sold 470 tickets.

Industry Dialogue: Produced Walk Like an Egyptienne, exploring New York magazine's typeface with Ian Adelman of Vox Media, Thomas Alberty of New York Magazine and Ben Kiel of XYZ Type.

Membership & Leadership: Brought Pentagram and The Working Assembly on as corporate sponsors while restructuring membership awareness and benefits; membership grew 17% from 2025 to 2026. Recruited four advisory board members, rewrote the bylaws and supported steering committee and AI policy initiatives.

Competition Strategy: Expanded guidelines for Arabic, Cyrillic, Indic, CJK and Thai writing systems; competition entries grew 20% from TDC71 to TDC72. Overhauled TDC73 categories, authored judging standards and helped select discipline presidents and jurors.

Brand, Digital & Exhibition: Led content, structure and launch of tdc.org; refreshed competition and annual assets and helped develop Weekly Type. Curated the awards poster exhibition at The Lighthouse, designed signage and interview backdrops, and produced the opening presentation. Established partnerships including Monotype and helped introduce TDC's first Type-High trophy.

Sony Hall — Art Director

Aug 2022 – Sep 2023 · Manhattan

Developed show identities and campaigns for Yasiin Bey, Talib Kweli, GZA, George Clinton and Seun Kuti across social, print, digital screens and on-site signage.

Extended the venue identity across calendars, menus, lobby screens and presentation materials, including branding for the bar and café.

Designed exterior marquee and signage treatments and oversaw production and installation. Built a flexible typographic system accommodating changing show information.

Established brand guidelines and an organized asset library for consistent delivery across the recurring show calendar.

Opera Ghost Management / BLAME Recordings — Artist Manager, Label Founder & Creative Director

Aug 2015 – Jul 2022 · London

Developed artists from early releases through international campaigns and tours, shaping positioning, visual identities, packaging, merchandise and e-commerce.

Founded BLAME Recordings and negotiated distribution and marketing support with Sony / The Orchard, alongside record, publishing and international licensing agreements.

Secured brand collaborations with VICE, PBR, Dr. Martens, Converse and Monster Children, and sync placements on HBO, CBS and Hulu.

Directed international teams across publicity, advertising, design, distribution and touring, aligning creative execution with artist development goals.

Managed Tigercub and released As Blue as Indigo through BLAME / The Orchard; developed NANCY's identity, packaging and launch strategy.

Welsh Music Prize: You Say I'm Too Much, I Say You're Not Enough, Estrons (management).

#1 Independent Album, UK Chart: As Blue as Indigo, Tigercub (Manager / Label).

Best Packaging Design: Creative director for NANCY.

Velvet Hammer Music Management — Junior Manager & Designer

Jan 2011 – Nov 2014 · Los Angeles

Designed tour posters, record covers, merchandise, press kits and the company rebrand for a roster including System of a Down, Deftones, Coheed & Cambria, AFI and Alice in Chains.

Designed the logo and packaging for AFI side project XTRMST with Davey Havok and Jade Puget, and developed AFI's cryptic zodiac launch campaign.

Built Coheed & Cambria's participatory music-video campaign with a video technology partner.

Discovered and signed Code Orange to the management roster; the band later earned Grammy nominations.

SKILLS

Creative strategy · Art direction · Brand identity · Typography · Editorial design · Campaign development · Cultural programming · Partnerships · Team leadership · Photography · Print production · InDesign · Photoshop · Illustrator · Premiere · Python automation

EDUCATION

Type Design, Type Directors Club, 2019

Los Angeles College, 2010–2012

MiraCosta College, 2009–2010