

Andrew McCash

Web & Graphic Design Manager

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Education

Andrews University
Berrien Springs, MI
BFA Graphic Design

Skills

- Design leadership
- Project management
- Adobe Creative Suite
- Figma
- Sketch
- Jira
- Miro
- Microsoft Office
- Smartsheet

Experience

Senior Design Manager, Expedia Group

March 2021 - May 2025

- Provided creative direction and managed team workflow for the design of traveler engagement emails and onsite module placements for global campaigns and major brand initiatives such as Black Friday sales and the launch of the cross-brand rewards program One Key.
- Supported various Expedia Group brands simultaneously, including Expedia, Hotels.com, and Vrbo across multiple points of sale.
- Built and maintained Figma templates to enable designers to efficiently mock up and produce campaign placements for all channels.
- Worked closely with Brand, Content, Product, and Engineering teams to ensure all creative was cohesive and completed according to expectations.

Marketing Design Manager, Orbitz Worldwide

March 2011 - February 2021

- Guided team responsible for designing emails, onsite placements, and social assets for multiple Orbitz Worldwide brands including Orbitz, Travelocity, CheapTickets, Ebookers, and Wotif.
- Composed designs for merchandising promotions including seasonal sales, coupon offers, and member-only deals.
- Worked closely with Brand team and third-party agencies to roll out major brand efforts including rebrand campaigns and rewards program launches across all channels.
- Provided creative support for various publicity campaigns, including PR materials, print items for live events, and microsites.

Senior Marketing Designer, Orbitz Worldwide

March 2008 - February 2011

- Designed emails, banners, and onsite placements for merchandising campaigns to promote hotel, flight, and package offers across Orbitz and CheapTickets.
- Worked directly with Partner Marketing team and third-party travel partners to produce onsite advertising in our partners' brand styles.

Marketing Designer, Orbitz Worldwide

November 2004 - February 2008

- Produced banner ads and homepage placements for Orbitz.
- Composed creative for internal office events, including posters, t-shirts, and various swag items.