



250 Bayside Avenue, Oceanside NY 11572 | 516-375-7360 | mmgrfx@verizon.net

QUALIFICATIONS

Passionate and inventive art director/graphic designer with extensive experience in publishing, marketing, brand identity, print collateral and web design. Formerly the creative lead for 3 bi-monthly publications, print and digital.

SKILLS & EXPERTISE

- Extremely proficient in Adobe Creative Suite, including In-Design, Photoshop, Illustrator, Acrobat, Dreamweaver & Webflow, familiar with CSS and HTML. Good working knowledge of Word, Powerpoint and Excel.
- Multitalented art director able to work across multiple categories and disciplines.
- Strong Typographic skills.
- Capable of leading a team or working independently. Always ready to generate new concepts.
- Detail oriented, creative thinker and problem solver. Can communicate ideas effectively.

WEBSITES

marymcgannndesign.com
formula4media.com
trendinsightmag.com

CHECK OUT MY RECENT WORK

marymcgann-digitaland-print-samples.webflow.io/

EXPERIENCE

Design Consultant Work | Various Clients, NY | Apr 2019 - Apr 2020

- **WL Concepts - Environmental, Trade Show Design & Fabrication Company**
Created technical drawings for New York Public Library signage, re-design project 2020, created wayfinding signage for Great Neck Public Schools, VA creative projects, include Ruth Wheeler volunteer memorial wall dedication, magnetic podium banner signs, various plaques, awards, signage and WLC marketing objectives and presentations
- **Grimes, McGovern & Associates - Mergers & Acquisitions Advisory**
Created digital assets for the website and digital newsletters as well as Confidential Information Memorandums for mergers and acquisitions.
- **Paul, Weiss, Rifkind, Wharton & Garrison LLP - Global Law Firm**
Worked closely with creative services team on e-mail invites, marketing campaigns, Powerpoint presentations and internal events and management time lines.
- **Hazen & Sawyer - Water Engineering Firm**
Created Powerpoint presentations, print and digital infographics for websites and presentations as well various proposals and project covers.

Art Director, Formula4 Media Group | Great Neck, NY | Nov 2010 - Apr 2019

- Worked closely with design director, publisher and editors on all phases of 7 B-to-B pubs, digital & print. As well as all supported websites, marketing collateral, trade show materials and all other related projects.
- Established and maintained a high level of creative output, adhered 3 to design guidelines, and ensured consistency of branding. Applied each brands well defined style while constantly upgrading and refining our design presentations.
- Responsible for all phases of pubs from conceptual brainstorming, design-layout through final production.
- Uploaded and activated all pubs digitally and create all related promos, print and digital.
- Responsible for creating new websites and maintaining existing web sites, and related landing pages.
- Worked with appropriate account representative(s) on all projects.

Marketing Art Director, Popular Science Magazine | NY, NY | Jun 2002 - Mar 2010

- Worked with event-coordinators and brand developers on design/concept phase of all marketing projects and events.
- Worked closely with the Marketing Director to help establish brand identity and develop strategy for overall creative vision
- Executed advertising, rfps, direct-mail pieces, invites, promos, ads, presentation packages, white papers, media-kits, press kits, signage, in-book promotional pages, advertorials, monthly newsletters and client awards.
- Oversaw the comprehensive creative service needs for both Marketing and Advertising Departments.
- When necessary managed in-house designers on a freelance basis.

Sr. Graphic Designer, Fitness Magazine, G&J Publishing | NY, NY | Jul 1998 - Jun 2002

- Worked on conceptual strategies with Marketing Manager and Sales Developers
- Responsible for design, layout and production of all promotional art which included media kit, sell sheets, rfps, event brochures, wrap-ups and advertorials.
- Regular tasks included design of monthly in-book pages, advertorials and marketing materials.



mary mcgann

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SOCIAL MEDIA

Linked In:

linkedin.com/in/mary-mcgann-9715a01a

FREELANCE CLIENTS

Time 4 Media Magazines
Popular Science
Advanstar Publishing
License! Magazine
Wideband Magazine
Long Island Spine
Specialists
Blank Slate Media
Columbia University
American Assembly
Association of National
Advertisers
Paul, Weiss, Rifkind,
Wharton & Garrison LLP
Hazen & Sawyer
Engineering
RX | MD
WL Concepts

EDUCATION

New York Institute
of Technology
1986-1990
Old Westbury, NY
BA, Graphic Design

LIKES

Typography
Art History
Swiss Design
Architecture
Technology
Photography
Bikram Yoga
Running
Cooking
Sunsets
The Beach

EXPERIENCE CONTINUED

Art Director, WideBand Magazine, Advanstar Publishing NY, NY | Jul 1996 - Jun 1998

- Responsible for design and layout and production of a monthly trade magazine.
- Responsible for cover art from concept to completion.
- Personally created Illustrations for issue covers and supplements.
- Managed 2 junior designers - responsible for hiring freelance illustrators, and photographers.
- Responsible for all phases of production - pre-press, digitally uploading files, and final proofing.
- Managing in-house design staff and outside freelancers.

Graphic Designer, CMP Media • Manhasset, NY • July 1992 - July 1996

- Designed full sections and business information pages. Responsibilities included layout design, creation of charts, graphs and infographics.
- Created photo illustrations used for supplement covers, lead in section pages and features, also responsible for weekly infographic charts and all business page graphics.
- Trained in Adobe Illustrator, Photoshop, Quark Xpress and QPS, responsible for learning new versions of the applications and continuously expanding my knowledge of design related programs

Art Intern, Newsday • Melville, NY • June 1990 - August 1990

- Interned in editorial Art department
- Created illustrations, charts, maps and graphs
- Used kodak stat camera to create halftones and size artwork