

# BRENDAN MCNAMARA

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## EDUCATION

**SUNY Polytechnic Institute - College of Arts & Sciences** **Utica, NY**

Master of Science Degree - **Information Design & Technology** July, 2019

**School of Visual Arts**

Multimedia Design

**New York, NY**

May, 2017

**University of New Hampshire - Keene State College**

Bachelor of Arts Degree - **Graphic Design**

**Keene, NH**

May, 2012

## EXPERIENCE

**Digital Designer | CyberRisk Alliance** (2021 - Present)

Provide creative, design and UX support for a variety of products and services produced by CRA for internal and external customers. Create and produce digital assets for a variety of media channels and projects including social media (Instagram, Facebook, LinkedIn etc); email newsletters, and desktop/mobile websites.

**Digital Marketing Designer | PEI Group** (2018 - 2020)

Responsible for designing marketing material used to promote global conferences for Private Equity International. Includes Emails, Digital ads, Infographics, Printed event Brochures, and Physical On-site Collateral related to conference division. Design both digital and print assets for 8 publications under PEI media. Such as Magazine ads and industry content Whitepapers. Responsible for marketing material related to the CULC event, such as convention videos, webinars, and social media campaigns. Assist with the rebranding of publications and products associated with them. Designed collateral for sales division, including products and digital subscriptions. Created email campaigns for new issue publication alerts and digital assets for all of PEI's websites and newsletters.

**Graphic Designer | EME Group** (2017 - 2018)

In-house designer for NYC-based engineering and architecture firm. Responsible for marketing material, such as client presentations, logo design, image retouching, interior signage and advertisements while complying with company brand guidelines. Layout design for company proposals for clients. Design internal company documents. Edit HTML website.

**Graphic Designer | CAD BLU, INC.** (2013 - 2016)

Rebranded 3D factory division logo and guidelines. Designed print advertisements for Lab Management Today magazine. Created lab sheets, on-site banners and digital assets for the Vivid Zirconia brand. Created advertisements used for jewelry publications, such as JCK and MJSA. Designed marketing sales books for CAD BLU products such as 3D Printers, Scanners and Services. Developed PPT presentations, Emails and Video's used by sales and marketing team.

## SKILLS

Adobe CC (InDesign, Illustrator, Photoshop, After Effects, Dreamweaver, Premier Pro, Animate, XD) HTML 5, CSS, Wordpress, Final Cut Pro, Cinema 4D, Sketch, Microsoft Office (Word, Power Point, Excel)