

# BRENDAN MCNAMARA

I'm a Graphic Designer with 10+ years of experience across web, multimedia, and graphic design, creating user centered digital experiences. I specialize in UI/UX, design systems, and multi channel campaigns across web, email, and print, with strong proficiency in **Adobe Creative Suite, Figma, Wordpress, and GenAI tools.**

At CyberRisk Alliance, a business intelligence and media company, I manage a design team and work producing digital assets for supporting B2B marketing, events, and cutting edge product initiatives.



## WORK EXPERIENCE



**CyberRisk Alliance**  
(2021 - Present)

### Lead Digital Designer

- **Lead end-to-end design** for multi-channel campaigns and event experiences, delivering user-centered solutions **for B2B and executive audiences**; leverage Gen AI to accelerate production, ideation, and content optimization
- Manage and produce design systems across **60+ conferences, 10+ brands** and **50+ products** spanning media, advertiser collateral, B2B events such as dinners and summits, and webinars including SC Media and Security Weekly, reducing design **production time** by an **estimated 38%** while mentoring a team of 4
- Collaborate **cross-functionally** with product, marketing, sales, and research teams to translate business requirements into **UX-driven solutions supporting awareness, pipeline, and intent programs** for cybersecurity solution providers



**PEI Group**  
(2018 - 2020)

### Digital Marketing Designer

- Designed **global marketing campaigns** for **conferences**, contributing to an estimated **20–30% increase** in visibility and **12% growth** in attendance across markets
- Produced assets across **8 financial publications**, supporting subscription growth, contributing to **2,500+ new annual subscribers** and a **15–25% increase** in **(CTRs)**
- Supported and **collaborated with stakeholders** on **multi-brand rebrand** through acquisitions, creating unified visual systems that enhanced cohesion and identity



**CAD BLU**  
(2014 - 2017)

### Graphic Designer

- As sole in-house designer led rebrand of internal industry divisions, by developing **logo and guidelines** adopted across all marketing and sales materials
- Designed campaigns for publications, expanding reach to key target audiences
- Created **10+ cross-channel assets**, including **POS displays** for **8+ regional trade shows**
- Developed **20+ sales assets**—product books, presentations, email campaigns, and video content increasing brand marketing and revenue efforts

## SKILLS

### DESIGN

UX/UI · Wireframing · User Flows · Art Direction · Brand Strategy · Typography  
Logo Creation · Editorial Design

### TOOLS

Adobe Creative Suite · Figma · Webflow  
C4D · WordPress · HTML/CSS · Canva

### AI & SOFT SKILLS

Generative AI (Firefly, Claude, Open AI)  
Stakeholder Management · Agile Workflows

## CONTACT

📞 917-991-6709  
✉️ [Brendanm@mcnamaragraphics.com](mailto:Brendanm@mcnamaragraphics.com)  
🌐 [Brendanmmcnamara.com](http://Brendanmmcnamara.com)

## EDUCATION

🏫 Polytechnic Institute 2018\*  
🏫 School of Visual Arts 2014\*  
🏫 Keene State College 2012\*  
completion date\*