

Mary McBride

Tarrytown, NY 10591

<https://www.behance.net/MaryMcBride>

<https://www.linkedin.com/in/mary-mcbride-7b72614>

email: marychesneymcbride@gmail.com

SUMMARY

Accomplished graphic designer and brand consultant, adept at developing, adapting and implementing brand programs, recruitment campaigns, marketing collateral and event packages, for corporates and non-profit clients. Awards received by *HOW* magazine and *Graphic Design USA*.

BRAND CONSULTANT/GRAPHIC DESIGN

(April 2013 – Present)

Design and branding coverage; creative conceiving and implementation; representative clients include the following:

Cognizant: Creating deliverables for Cognizant Technology Solutions thought leadership team; design/infographics/branding

Bank Leumi: Working with marketing on new brand deliverables and marketing collateral.

Bank of America: Designed and produced marketing collateral, event packages, sales sheets, advertisements, and signage for BofA's new branding program.

New York Stock Exchange: Dedicated designer assigned to roll out NYSE's new brand, help define its execution, and develop the brand book.

Oppenheimer: Helped develop Oppenheimer's brand via marketing collateral, event packages, sales sheets, digital banners and photo research.

Morgan Stanley (September 2004 – March 2013)

- Designed and produced global marketing collateral, including event packages, newsletters, sales sheets, marketing packages, advertisements, signage, and branded give-aways.
- Teamed to produce internal brand/culture events such as Worldwide in Your Eyes photo contest, Talent Show, etc.
- Partnered in writing and production of branding standards, particularly for recruiting, to ensure global compliance with Morgan's branding and design standards, covering use of graphics, colors, logo treatments and language, for North American, European and Asian satellite offices and external vendors.
- Project managed and collaborated with Campus Recruitment teams in Hong Kong, London and India to ensure effective and standards-compliant design of environmental installations and collateral for recruitment fairs.
- Photo researched and licensed artwork for internal and external web pages; some of which is still in use.
- Participated in 2 brand makeovers for top-to-bottom revision of print and digital design templates; subsequent comprehensive makeover brought recruiting materials into brand standards.
- On-press print supervision and approvals of marketing materials and annual report.

The Explorers Club (September 2006 – 2016)

- Designed and produced member publications.
- Creative director for The Explorers Club Annual Dinner/Waldorf Astoria, and Lowell Thomas Dinners.

STAFF POSITIONS

Ross Culbert & Lavery

Art Director (1998 – 2004)

Supervised design, production and brand direction of marketing collateral and event materials for more than 10 key clients. The following are representative projects:

- Produced event materials and produced take-away CD for 200-person awards dinner at The New York City Public Library for AT&T Fellows, Medalists, and Patent Team Awards.
- Designed and produced high-end publications, reports and marketing collateral for Bear Stearns.
- Design/Photo Research/Press Supervision for 5 consecutive annual reports for the Natural Resources Defense Council, earning "Best Annual Report for a Non-Profit" feedback from the Chairman of the NRDC
- Designed sketches and thumbnails and supervised the three-week technical rollout of a CD-ROM presentation to boost recruiting for Proskauer & Rose, which subsequently chose RCL as its principal designer.

Other clients included Barclays, Lehman Brothers, Simpson Thacher & Bartlett and Montclair State University.

Bowne*Art Director (1996 – 1998)*

Provided design, production and internal support to Bowne clients, such as Merrill Lynch Asset Management, Queens County Bank, Roosevelt Savings Bank, and WP Carey.

- Cut production costs of a Merrill Lynch monthly sales publication (sales sheets for 25 fund statements) 33% by identifying and correcting inefficiencies in the printing process of localized (translated) editions.

Ernst & Young*Senior Designer (1994 – 1996)*

Implemented new branding standards and authored all in-house production and printing specifications. Provided design and print supervision and brand guidance for internal marketing department; hired outside agency to revamp brand.

- Supervised creation of a press kit used to roll out brand publication to clients; designed templates and packaging for distribution to all domestic and international offices.
- Updated 8 quarterly and annual publications and all newsletters with revised brand guidelines.
- Honored by *HOW's* 1997 International Annual for *Creating the Value Network*—an annual publication recapping key events in the banking industry; 6-color, metallic ink, illustrated.

Rizzoli (freelance) (1988 – 1994)

- Produced 4 book series *The Splendor of...* (published in Italy, Spain and France).
- Designed *New Architecture* series.

Chermayeff & Geismar (staff) (1984– 1988)

Account Supervisor/Design Coordinator overseeing all promotional work for Mobil Corporation: notably Masterpiece Theatre (including *The Jewel in the Crown*, and *Pride of Place*), Mystery!; Mobil-sponsored museum and Track and Field events.

COMPUTER & LANGUAGE SKILLS

- Expert in Creative Suite, Acrobat. Experience in Dreamweaver, HTML, CSS, HTML emails and responsive principles; Microsoft Office.
- Expert in project management, photo research, photo shoots, excellent editing and content review skills.
- Fluent in French

COMMUNITY ACTIVITIES

The Foundation for the Public Schools of the Tarrytowns (May 2005 -May 2013; president emeritus)

- Restored funding to pre-crash levels after initiating an aggressive marketing and public relations campaign to strengthen community ties;
- Conceived, conceptualized, and executed first social media campaign, creating Facebook and YouTube pages, to provide local updates and timely news feeds to the community.
- Supervised creation of promotional video using interviews from teachers, students, and administrators.
- Funded training and supplies for district-wide Anti-Bullying Program, now part of the curriculum.
- Renewed networking roundtable and information exchange for educational foundations in the Hudson Valley
- Funded college tours for seniors whose families cannot travel; trips include an overnight stay on campus.
- Honored by the Westchester Community Foundation, and the Rotary Club of the Tarrytowns.

PROFESSIONAL ASSOCIATIONS

American Institute of Graphic Arts*Member***EDUCATION**

Noble Desktop – Web Design Certificate

Courses include Dreamweaver I & II, Fireworks, HTML email, Responsive email, CSS & HTML 5, Javascript & JQuery, Mobile & Responsive Web Design

Middlebury College, BA*Cum Laude*