

margaret mccarthy

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OBJECTIVE

To find the aesthetic appeal in any given subject and express it in a method both refreshing and legible.

I aim to create designs that are the epitome of both form and function. As a freelance designer, my goal is to not only satisfy but also pleasantly surprise my clients by fulfilling their requests while exceeding expectations.

In an office environment, I am constantly seeking to better my understanding and application of design principles, and thereby best represent each project and improve upon my own skills.

EXPERIENCE

Senior Graphic Designer

Jones Lang LaSalle

March 2011 to Present (ongoing)

- Design property marketing collateral for three teams operating in a nation-wide market
- Manage timeline expectations and communicate with teams to effectively complete deliverables
- Assist in development of new property marketing web site

Freelance Graphic Designer

May 2009 to Present (ongoing)

- Design & manage production of all marketing collateral and web sites for small businesses

Graphic Designer and Production Manager

The Restaurant Directory magazine - West Chicago, Illinois

November 2008 to Present (ongoing)

- Design restaurant advertisements and prepare monthly restaurant directory magazine for print
- Work with clients to edit and approve ads
- Communicate directly with printer to manage production

Sales Associate and Assistant Marketing Manager

McCall Wilder Designs - Atlanta, Georgia

June 2008 to August 2008

- Designed marketing materials and updated website to promote brand identity
- Greeted & assisted customers; performed sales transactions

Graphic Design Assistant

External Affairs Department (Hillsdale College) - Hillsdale, Michigan

August 2007 to June 2008

- Served as graphic design and editorial assistant to Art Director

EDUCATION

Bachelor of Arts Degree in Fine Art; Minor in English

May 2008

Hillsdale College (Hillsdale, Michigan)

CAPABILITIES

- Specialty in graphic design for print and web
- Ability to handle multiple projects at once
- Experience working directly with clients in a variety of environments
- Ability to take creative initiative in projects while maintaining client preferences or art direction
- Experience with digital photography and photographing for print

SOFTWARE & SKILLS

- Expert in Adobe InDesign, Photoshop, Illustrator (print design)
- Experienced in Adobe Dreamweaver & Flash (web design)
- Knowledge of HTML, XHTML & CSS (web design + email)
- Working knowledge of Wordpress & Drupal (web/content management systems)
- Digital Photography