

VAUGHN McGRATH | EXPERIENCED SR. GRAPHIC DESIGNER

Highly skilled graphic and web designer with broad creative experience in developing complete corporate identity packages, national and local advertising campaigns, brochures, logos web design, illustration, and packaging for leading businesses in a wide variety of fields including financial, engineering, retail, electronics, real estate, health sciences, publishing, and education. Extensive experience in managing all aspects of a project from concept through print/web.

I am an experienced full range graphic and web designer with an extensive corporate background in a wide range of businesses. I'm able to quickly step-in and take responsibility for all corporate identity management and design, provide support to Sales for quick turn-around sales initiatives, manage and design sales and marketing generated projects, direct photo-shoots, and to provide team support. I am fluent in all key design software on either Mac or PC platforms. Award winning editorial and advertising illustrator.

References found on my website will show that I get praises for being able to juggle several projects at once, being able to manage deadlines, and to constantly come through with quality results. You'll also see that I make friends quickly and that I'm a team player.

Sincerely,

Vaughn McGrath

986 Humphrey Street, Swampscott, MA 01907 | 978.317.1172 | mcgrathics@aol.com

*Excellent references and an extensive portfolio are available on-line at :
www.McGrathics.com.*

QUALIFICATIONS

- *Highly skilled graphic, web designer, and illustrator with extensive corporate and trade experience. Ability to demonstrate leadership managing projects or as part of a team. Able to produce creative and innovative high-end marketing material. Broad range of disciplines, software fluent, excellent communication skills.*
- *Fluent on both PC and Mac platforms in key design-related software including Adobe Suite: InDesign, Photoshop, Illustrator, Freehand, Dreamweaver, Flash, as well as QuarkXPress, HTML, MS-Office Suite, and other key industry software.*
- *Conceptualize, design and develop graphical marketing components and elements using content provided by marketing team for collateral, ads and other related marketing/sales material.*
- *Organize and managed internal/external email marketing campaigns to support marketing initiatives and activities.*
- *Create and maintain the standards and best practices for marketing materials and collateral.*
- *Support event and tradeshow planning and coordination, as well as production of related booth design, collateral, and giveaways.*
- *Maintain, coordinate, and update company intranet with the latest marketing/sales initiatives, activities and relevant collateral.*

EXPERIENCE

- *Extensive corporate experience. Financial, engineering, advertising agencies, publishing, and education. A full-range designer able to develop complete corporate identity packages, web sites, brochures, logos, icons, packaging, trade show booths and materials. A complete portfolio is available on-line.*
- *Manage all aspects of web and print projects from concept to completion including photo shoots, printing runs, and meeting tight production deadlines.*
- *Award winning illustrator of advertisements, editorials, logos, and books.*

EMPLOYMENT HISTORY

Contract Clients: Since 2009
Dana-Farber, Brookline, MA – Design and development of fund raising brochures, mailers, and posters for the 2011 fund raising year.
Pine Hill College, Chestnut Hill, MA – Design and development of gift giving mailer for 2011 fund raising year.
The Landing Restaurant, Marblehead, MA – Website creation and maintenance for this 4-star seaside restaurant.
SquashHouse Video Production, Marblehead, MA – Website design and maintenance.
Elsevier Publishers, Burlington, MA – Design of book jackets for scientific and engineering books. Direct interaction with authors and project managers.
Catholic All-Africa Conference: Sister to Sister, Boston, MA - Logo design for African AIDS conference.

Employers:

StreamServe, Inc, Art Director, Marcom Director, Burlington, MA 2007-2009
Enterprise Management Software: Responsible for all corporate identity management and design, including brochures, website, tradeshow, logos, email blasts, e-newsletter, on-line management, and catalogs. Worked in conjunction with marketing, sales, and vendors. Provided full design and management services in-house for fast turn-around Sales initiatives.

Syratech, Inc (Towle/Wallace), Sr. Graphic Designer, Boston, MA 2002-2006
Silversmiths: Package design, product design, logo design, photo direction, web design, project management, team support. Main responsibility was package design and management, concept to print, for clients such as Vera Wang, Wallace, Towle, and Sam Stores. Direct contact with sales reps and clients.

Metcalfe&Eddy, Consultant, Wakefield, MA 2004-2005
Civil Engineering: Graphic design, map and presentation design, team support. Accomplishments included in-house design of company proposals and presentations, to numerous municipalities.

Commonwealth Financial, Sr. Designer, Boston, MA 2001
Fund Management: Graphic design, trade show design, project management or team support. Project managed trade show identity including logos, show booth, and collateral design.

Wellington Management, Consultant, Boston, MA 2000-2001
Fund Management: Graphic design, trade show design, logo design, illustration, project management or team support. Accomplishments included design of financial literature for company clients, trade show booth design, logos, and show collateral. Created corporate Holiday card. Direct contact with clients and sr. managers.

Former Art Director for the **Bose Corporation**, Framingham, MA
High Fidelity Audio Equipment: Responsible for all corporate identity design management, established design standards, designed all brochures, national ads, logos, and trade show materials. Also responsible for all photo direction, printing specs, press runs, and vendors. Worked closely with sales, engineering, copywriters, photographers, and vendors.

Former Sr. Graphic Designer and Staff Illustrator, the **Boston Globe**, Boston, MA
Daily Newspaper: Design of Globe magazines and special issues. Award winning editorial illustrator.

SAMPLE CLIENT, EMPLOYER, FREE-LANCE LIST

Elsevier Publishers, The New England Mutual, Digital Computers, Siemens Medical, Harvard University, M.I.T. Press, Houghton-Mifflin Publishers, UniCare, Sylvania, Tufts University, PetEdge, Smith+Nephew Endoscopy, Towers-Perrin, Wellington Management .

EDUCATION

The Art Institute of Boston, Boston, MA
Boston University, Boston, MA

Reference / The New England Mutual

Electronic Publishing Division
501 Boylston Street, Boston, MA 02116

To Whom It May Concern ...

I want you to know you are about to hire an astute and talented individual. Vaughn McGrath was in our employ for over a year's time and in that time we had Vaughn perform several tasks which he handled with both enthusiasm and a commitment to high quality.

In the beginning of his employ we had Vaughn working on several programs that he was experienced with; InDesign, QuarkXPress, Photoshop, Illustrator, MS-Word and MS-Excel. But almost immediately we asked Vaughn to learn several new programs which he did with astonishing speed. The accomplishment of adapting within a few weeks time made him a valuable player.

Vaughn's willingness to work and to take on new directions was definitely an attribute to his long tenure with us. Along with his unique talent he also was extremely accommodating; as we were diving into creating a corporate-wide Internet that he co-designed, and he started working in something he had never done before - working in a specific viewer program for a CD library that we created. A project that he ended up co-managing. Vaughn's ability to quickly learn and comprehend new technologies helped us immensely.

And how about his illustration talents? What can I say? Having an illustrator right on-board to take over projects needing immediate icons and interpretations of text in-house was fantastic! He did an excellent job on some PhotoShop illustrations that had to go to a wide audience and he did a great job of following the client's concerns and needs.

I highly recommend Vaughn as becoming an asset to any department or firm that may have apprehensions about fulfilling their needs with an unknown talent. You will find he is an especially competent individual.

Sincerely,
Bill Haver
Creative Director
The New England Mutual Life