

JULIANNE MCCARTHY

785-741-1012	Leawood, KS	julianne.elizabeth.mccarthy@gmail.com	LinkedIn	Design Portfolio
--------------	-------------	---------------------------------------	----------	------------------

SENIOR DESIGNER | SENIOR ART DIRECTOR

Strategic designer with a strong ability to execute cohesive digital and traditional campaigns within diverse brand styles. Able to work independently with minimal oversight. Collaborative, deadline-driven, and process-minded with excellent business acumen. Confident communicator with senior leaders and a growing leadership presence. Quick to learn new tools, eager to grow, adaptable to feedback, and committed to continuous improvement.

SKILLS

Art Direction, Branding & Identity, Concepting, Client Communication, Client Presentations, Creative Strategy, Event Design, Freelance and Junior Talent Management, Photography, Print Design, Digital Design, Print Production, Project Management, Website and App Graphics

PROGRAMS + PLATFORMS

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, Adobe XD), Cvent, Formstack, Wordpress, Microsoft 365 (Teams, Sharepoint, Word, PowerPoint, Excel)

PROFESSIONAL EXPERIENCE

Hallmark Cards

Aug 2015 – July 2025

SENIOR DESIGNER

Aug 2023 – July 2025

Content and Marketing, Customer Development, Employee Experience, Trade Events and Activations

- Led projects and collaborated with business partners company-wide, including Human Resources, Information Technology, Customer Development, Employee Experience, Consumer Experience and Community Involvement.
- Collaborated on strategy with business partners to aid in the success of their initiatives.
- Responsible for print/digital design, print production, project management, sourcing, client presentations and communication.
- Produced design for corporate and event branding, signage, large and small scale booth and fair displays, brochures, fliers, special gifts, unboxing experiences, event websites, corporate website, email, CTV and Intranet.
- Consulted with senior leaders to develop effective presentations that met strategic needs for successful contract wins and renewals.
- Assisted in the management of and provided art direction to junior talent and freelancers.

DESIGNER

Aug 2016 – Aug 2023

Corporate Communications, Customer Development, Employee Experience, Trade Events and Activations

- Developed event branding and print/digital collateral for sponsored, customer development, and corporate events.
- Consulted with senior leaders to develop effective presentations that met strategic needs for successful contract wins and renewals.
- Responsible for print/digital design, print production, project management, sourcing, client presentations and communication.
- Delegation and art direction of junior talent and freelancers.
- Supported photo art direction for product social posts.

PRESENTATION & EVENT DESIGNER

Aug 2015 – Aug 2016

Public Affairs, Corporate Communications, Customer Development

- Designed presentations and sales tools needed to support the Customer Development team in new business pitches, contract renewals and meetings.
- Created print materials, presentation templates and displays to support on-site field team events.
- Supported video team by photo art directing, prop styling, and creating graphics to utilize in sales result videos.

PROFESSIONAL EXPERIENCE

EAG Advertising & Marketing

ART DIRECTOR

Feb 2014 – Aug 2015

Feb 2015 – Aug 2015

ASSOCIATE ART DIRECTOR

Feb 2014 – Feb 2015

- Developed a wide range of print and digital designs to support the growth of various client brands.
 - Led design presentations and collaborated directly with clients to ensure creative alignment.
 - Provided design for brand development, trade show materials, advertising, promotional assets, website design, and email campaigns, while also contributing to the ongoing evolution of the EAG brand.
 - Served as in-house photographer capturing product and lifestyle imagery, and corporate headshots to support marketing and brand initiatives.
 - Promoted to Art Director, where I gained more responsibility and oversight over the Associate Art Director.
-

Front Flip

Jan 2012 – Feb 2014

ASSOCIATE ART DIRECTOR

Jan 2013 – Feb 2014

DESIGNER

Jan 2012 – Jan 2013

- Played a key role on the design and marketing team of a growing mobile app startup, helping to evolve its visual language and brand presence.
 - Contributed to product design, mobile and email design, advertising, point-of-purchase materials, trade show booths, and promotional campaigns.
 - Collaborated with major brands including McDonald's, Arby's, KFC, Pizza Hut, and 54th Street Grill & Bar.
 - Served as in-house photographer capturing product and lifestyle imagery to support marketing and sales efforts.
 - Promoted to Associate Art Director, where I art directed two designers and ensured consistent, high-quality creative output.
-

VOLUNTEER + MEMBERSHIP

AIGA Kansas City

Jan 2014 – July 2022

BOARD MEMBER

Held multiple leadership roles within a professional design organization, beginning as **Director of Programming**, where responsibilities included planning and executing a wide range of events for the local design community. Promoted to **Vice President of Programming**, leading and mentoring a team of Programming Directors, developing standardized event planning processes, managing budgets, and securing sponsorships. Served as **President Elect** and member of the executive committee, providing strategic support to the board president. As an **Advisory Board Member**, offered institutional knowledge and facilitated alumni engagement. Most recently, as **Director of Membership**, led local membership recruitment efforts and collaborated with the national board to ensure alignment with broader organizational membership goals.

EDUCATION

Truman State University – Bachelor of Fine Arts in Visual Communications

- Outstanding Undergraduate Student in Visual Communications Award, Departmental Honors in Art, Graduated Magna Cum Laude

Highland Community College – Associate of Arts in Graphic Design

OTHER INTERESTS + HOBBIES

Bookmaking, Bike Riding, Letterpress, Mentoring, Photography, Textiles, Weaving