

Maureen S. Donahue

msdonahue01@gmail.com . 412.495.6937

Portfolio: [msdonahue.com](http://www.msdonahue.com)

ART DIRECTOR, SENIOR GRAPHIC DESIGNER

Graphic design for print and digital
Branding and programming
Art direction

Project management
Environmental design
Infographic illustration

SOFTWARE

InDesign, Quark
Photoshop
Illustrator

Word, Excel, PowerPoint
Acrobat
PC and Mac

LINKS

Portfolio: <http://www.msdonahue.com/#>
LinkedIn: www.linkedin.com/in/msdonahue
Behance: <https://www.behance.net/msdonahue>

EXPERIENCE

GNC, Designer, Digital & Print

2016–present

Produced direct mail, advertising, signage and periodical; email, landing pages and banners.

- Developed marketing materials within provided strategy and vision in a fast-paced team setting.

Freelance Designer, Art Director and Senior Production Artist

2009–2015

Expert level in all software, ability to lead and mentor

- **Dick's Sporting Goods/Field & Stream:** Freelanced as Senior Designer for Quad Graphics, the in-house agency for Dick's. Intense production work on versioned tabs and retail signage. Quick turnaround and an incredible attention to detail required.
- **Handelan Pedersen:** Rebranding effort as part of a team for Zebra Technology; identity guide created and 100+ documents brought up to new standards
- **Merkle:** Completed all production work on an \$85,000 project, versioning thirty 25+ page books on time and under budget for Blue Cross Blue Shield
- **Chicago Art Deco Society:** The 32-page magazine that I art directed and produced is consistently rated among the very top art deco periodicals worldwide
- **Gift of Adoption:** I designed professional looking low cost solutions to keep 80% of donations going to the mission of this national nonprofit

Adjunct Professor in Communication Design

2009–2014

Harrington College of Design, Chicago, IL

- I taught InDesign, portfolio prep, design, art direction, environmental graphics, branding, print process

Faculty Applied Communications

2006–2008

Higher Colleges of Technology: Dubai Men's College, Dubai, UAE

- Lectured and mentored local men graphic design, branding, web design and video
- Led all the team-taught classes and created the syllabus and projects for each of my classes

Senior Graphic Designer / Studio Lead

2000–2006

Lester & Associates, Atlanta, GA

- Managed all juniors, freelancers and contractors; performed press checks as needed
- Trammel Crow attributed the 85% lease-up of their not-yet-completed office high rise to our effective marketing plan and promotional materials

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- Inventive use of direct mail resulted in landing two anchors for a shopping center
- Comprehensive marketing plan and special direct mail materials increased lease traffic by 200% to Atlanta mixed-use development
- Signage designed for an Austin loft project accounted for the majority of foot traffic to leasing center
- UX design of a 2,000+ page site for a large real estate investment firm
- Effective use of OOH spurred 80% lease-up of college off-campus housing in record time
- Extremely fast-paced environment where I set and met deadlines and budgets

Graphic Designer / Art Director

1999–2000

The Marketing Trapp, Brevard, NC

- Worked closely with marketing managers of various sales channels to customize marketing materials for their target market
- Partnered with copywriter on projects to ensure the best approach
- Variety of accounts including tourist development, high tech, music school, banks, venture capitalists, real estate developers, retail, non-profit agencies, and jazz festival
- Marketing brochures, trade show graphics, corporate and sales presentation materials, newsletters, infographics, event graphics, PR, web, radio and print ads, trade show graphics

Art Director / Creative Lead

1989–1996

Cha Cha Graphics, Santa Clara, CA

- Interacted with freelancers, outside vendors and attended press checks
- Art direction, design, client meetings, production and print management
- Collateral, 4-color magazines produced in four languages, web design, illustration, logos and branding, packaging, newsletters, advertising
- Consistently met deadlines and budgets in a fast-paced environment

Print and Production Manager (Hiring manager with 23 direct reports.)

1987–1989

Genigraphics Corporation, Santa Clara and San Francisco, CA

- I instituted new production procedures and we turned a profit immediately after nine quarters of losses at the SF facility
- Accounts included major high tech, medical, banking, energy, etc. companies in Silicon Valley and San Francisco Bay Area
- Created and managed budgets for studio
- Our clients used the presentations we created to raise millions in venture capital and IPO presentations garnered record-setting opening day prices

EDUCATION

Master of Fine Arts, Graphic Design (20 credit hours), Savannah College of Art and Design, Savannah, GA

- Artistic Excellence Fellowship, the highest award offered to Graduate Students at SCAD

Master of Education, Instructional Technology, American InterContinental University, Hoffman Estates, IL

Bachelor of Fine Arts, Advertising Design, College for Creative Studies, Detroit, MI

- PRINT magazine, Student Design Competition First Place (featured on cover)

AWARDS

- IABC, Northern California Chapter: Two Outstanding Design Awards in Corporate Communications
- PIAG (Printing Industry Association of Georgia): Two Awards of Excellence, Two Best of Category