

Brian McNulty

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Creative professional specializing in Art and Creative Direction, Graphic, Web, and Visual Design, and Digital Strategy.

Experience

Senior Graphic and Web Designer

Peter G. Peterson Foundation | New York, NY | 1/2021 – Present

- Provide art direction, strategic input, and technical expertise for the Foundation's website redesign.
- Drive art and creative direction for new projects, products, initiatives, features, events, and campaigns.
- Designed new branding and visual identity system to effectively convey design concepts and standards across platforms and design systems whilst adhering to ADA accessibility compliance.
- Present creative work to internal stakeholders and management for review and approval.
- Manage relationships with external web development firms.

Web Producer

Peter G. Peterson Foundation | New York, NY | 9/2018 – 12/2020

- Expanded the organization's use of various digital communications, including infographics, digital animation, interactive charts, and video, across website and social media platforms.
- Developed web designs for and redesigned existing web treatments for key sub-brand pages, microsites, events, and special projects and initiatives.
- Designed print materials for the organization to help provide a cohesive, professional aesthetic.
- Executed and improved email marketing practices.

Graphic and Web Designer

BMCN Design, LLC. | New York, NY | 8/2015 – 9/2018

- Designed over 20 logos and brand identities consisting of color theory, typography, and graphics.
- Designed responsive websites and E-Commerce sites.
- Digital ad design for social media, email marketing, banner ads and GIF advertising.
- Designed print ads published in magazines, industry publications, newspapers, flyers, and posters.
- Client acquisition and retention: Strategic creative consulting and planning

Graphic Designer and Marketing Coordinator

Freelance | 2012 – 2015

Commercial Account Executive

Cablevision Systems Corp. | Bridgeport, CT | 2010 – 2012

- President's Club Winner: Achieved 110% of quota or greater on eight occasions

Skills

- Adobe Photoshop, Illustrator, InDesign, Premier Pro and After Effects
- Figma, wireframing, prototyping
- HTML, CSS, and a working knowledge of JavaScript and React
- WordPress, WooCommerce, Drupal and Shopify
- HubSpot, Mailchimp, Click Dimensions, Constant Contact, and custom HTML email

Education

Western Connecticut State University: *Ansell School of Business* | Danbury, CT | May 2010

- BBA in Management, concentration in Supervisory Management, Minor in Marketing
- 3.64 Cumulative GPA, Cum Laude

NYU: *School of Professional Studies* | New York, NY | Fall 2019

- Web Front-End: Foundations (Full Stack Web Development)
- Web Front-End II: Intermediate (Full Stack Web Development)

General Assembly | New York, NY | Fall 2020

- Visual Design
- UX/UI Design