



Mandy McCarthy

GRAPHIC DESIGNER

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PROFICIENCIES, SKILLS, AND TALENTS

I'm proficient in the Adobe Creative Suite and consistently work on adding new items to my skill-set. I have experience with coding as needed.

Software Proficiencies

Adobe InDesign
Photoshop
Illustrator
Acrobat Pro
After Effects
Premiere Pro

WordPress
Squarespace

[Artivive](#)

Google Drive/Sites/Docs/Sheets

Advertising and Project Management (APM)

Related Skills

Illustration
Professional Photoshoot
Prep/Collaboration/Direction
Project Management
Expert in Brand Management
and Asset Organization
Basic Photography Equipment
Set-Up and Use

WORK EXPERIENCE

2021–Present
MARKETING AND
COMMUNICATIONS
MANAGER

Innovation Partnerships at U-M | *Ann Arbor, MI*

- » Managed a team in developing and supporting a new name and brand in order to refresh and expand the Innovation Partnerships brand throughout the University.
- » Launched a rebrand and built a brand suite including an interactive brand guideline, creating, organizing and sharing brand assets, and rebranding across the org.
- » Designed and managed an agency for the creation of new website.
- » Designed the annual report and other print assets. Including project management and managing vendors.
- » Event management including designing and creating print and digital materials.

2017–2021
GRAPHIC
DESIGNER

Washtenaw Community College | *Ann Arbor, MI*

- » Worked with a small team to craft effective and creative designs for a variety of subjects, academic divisions, and a diverse community.
- » Created a brand standards guide and consulted on how to effectively use and communicate standards across the college.
- » Created designs for a broad spectrum of needs, including, but not limited to:
 - Publication design and layout
 - Motion and video graphics
 - Social media management and asset creation
 - Annual report concept, design, and layout
 - Logos

Awards

2018 Gold NCMPR National Paragon Award
Annual Report Design Division

2008–2017
GRAPHIC
DESIGNER

Gordon Food Service | *Grand Rapids, MI*

- » Created designs to meet the needs of a large, multi-faceted company in a highly competitive market.
- » Design list and responsibilities:
 - Publication design and layout
 - Photography concept and direction
 - Logos
 - Web ads and page design
 - Large format
 - Video animation

Awards

2012 Gold Club Recipient

EDUCATION

Bachelor of Arts **Michigan State University** | *East Lansing, MI*