



Justin McCabe

Graphic Designer

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Creative and detail-oriented Senior Graphic Designer with experience across digital marketing, brand development, and campaign execution. Skilled in blending visual strategy with performance-driven design to deliver engaging, cohesive creative across channels. Proficient in Figma, Adobe Creative Suite, and generative AI tools to accelerate production and enhance brand storytelling. Collaborative team player with a strong eye for design consistency, workflow efficiency, and measurable results.

✦ EXPERIENCE

Senior Graphic Designer | athenahealth

BRIGHTON, MA • MARCH 2025 - NOVEMBER 2025

Served as a key member of the Brand and Performance team, driving design strategy and execution for digital marketing campaigns for a cloud-based SaaS healthcare technology company.

- Designed and produced visually engaging assets across digital and print channels including emails, social media, display ads, and event materials to strengthen brand visibility and engagement.
- Created campaign templates and design systems in Figma, improving workflow efficiency and brand consistency.
- Utilized generative AI tools to refine imagery and accelerate creative production.
- Developed paid media, email, and social advertising assets from concept to completion, optimizing visuals for performance and channel requirements.
- Partnered with copywriters, brand, and marketing to deliver creative solutions that enhanced campaign impact.
- Supported the department by assisting others in recreating, reformatting, resizing and general troubleshooting to help move projects forward in a timely manner.
- Managed projects in Monday.com and maintained the image library to streamline asset organization and retrieval.

Graphic Designer | Dodge Construction Network

BEDFORD, MA • APRIL 2021 - FEBRUARY 2025

Directed visual design for marketing campaigns, product launches, and brand initiatives at a leading SaaS and data insights company serving the commercial construction industry.

- Key contributor to the company rebrand, partnering with the Marketing VP to revamp the website and redesign core brand assets including templates, logos, and iconography.
- Collaborated cross-functionally with marketing, product, and sales to align creative direction with business goals.
- Managed multiple design projects using Asana and Monday.com, ensuring timely and accurate deliverables.
- Maintained a comprehensive media library of brand assets including logos, icons, and templates to support consistency across all channels.
- Designed materials for digital and print campaigns, including web, social, and events, driving higher engagement across channels.
- Established efficiencies through the development of templates maintaining brand consistency and cohesive design standards extending company wide.

Senior Graphic Designer | SAPinsider

BOSTON, MA • OCTOBER 2019 - JULY 2020

Headed Graphic Design for a media publishing company dedicated to business and technology professionals seeking SAP solutions.

- Collaborated with senior leadership to shape brand identity and translate strategic vision into clear, consistent design guidelines used company-wide.
- Teamed with publishers and editors on SAPinsider magazine and newsletters, ensuring high-quality design.
- Partnered with sales and clients to tailor marketing materials to individual program needs.
- Designed materials for client sponsorships across events, reports, emails, and social media.
- Worked with Marketing VP to establish A/B testing criteria for digital programs, improving customer outcomes.

Graphic Designer II | AutoAlert

NORWELL, MA • JANUARY 2019 - OCTOBER 2019

Managed the creative design and development of customer marketing programs for a leading automotive software and data company.

- Collaborated with sales and marketing leaders to develop effective creative strategies for client objectives.
- Maintained brand consistency by adhering to design and client guidelines in all materials.
- Designed and produced customer marketing assets for direct mail, print ads, email campaigns, and digital ads.
- Managed extensive media libraries, including logos, brand elements, imagery, and project files.
- Created materials aimed at driving customer engagement and business growth.
- Ensured legal compliance with US and Canadian laws for disclaimer copy and guidelines.

Graphic Designer | The Day Publishing

NEW LONDON, CT • JULY 2016 - DECEMBER 2018

Created print and digital advertising for a diverse client base at a leading regional newspaper with over 2.4 million monthly page views.

- Designed logos, posters, brochures, and digital ads for both local and national advertisers.
- Collaborated with marketing, account, and editorial teams to ensure creative quality and brand alignment.
- Improved production efficiency, doubling output within six months through better process and design systems.

✦ TOOLS & SKILLS

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| • Adobe InDesign, Photoshop, Illustrator, Premiere, After Effects, Dreamweaver | • Microsoft PowerPoint, Word, Excel | • Typography |
| • Figma | • HTML | • Branding |
| | • WordPress | • Campaign and Layout Design |
| | • Project Management | • Email & Web Assets |

✦ AWARDS

New England Newspaper and Press Association

Professional trade organization for Massachusetts, Connecticut, New Hampshire, Vermont, Maine and Rhode Island

1st Place: 2018 Best Advertising Designer
1st Place: 2017 Best Advertising Insert
2nd Place: 2017 Best Advertising Designer
2nd Place: 2017 Advertising Sales Media Kit

✦ EDUCATION

Eastern Connecticut State University

B.A. Visual Arts, Digital Art & Design