



# Justin McCabe

Graphic Designer

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Collaborative and performance-driven creative designer with a proven ability to translate concepts into engaging visuals that effectively resonate with target audiences and achieve business objectives.

## ◆ PROGRAM EXPERTISE

- Adobe InDesign, Photoshop, Illustrator, Premiere, Dreamweaver
- Microsoft PowerPoint, Word, Excel
- HTML
- WordPress
- Wix
- Squarespace
- Monday
- Asana
- Salesforce Marketing Cloud
- Salesforce Pardot
- Mac OS
- Windows OS

## ◆ EXPERIENCE

### Graphic Designer | Dodge Construction Network

BEDFORD, MA • APRIL 2021 - PRESENT

Lead the creative design and development of materials for Dodge Construction Network, a B2B SaaS and data technology company serving the North America commercial construction industry.

- Played a pivotal role in the company's new website, collaborating with the VP of Marketing to execute a corporate rebrand; designing site templates, icons, logos and overseeing the work of external developers.
- Elevate brand positioning and creative strategies to enhance the quality of sales and marketing materials to drive company growth.
- Team with the SVP Product Management and VP Enterprise Sales to craft compelling customer presentations, driving new business acquisition and upselling to existing customers.
- Collaborate with marketing colleagues to create engaging materials for attracting new customers. Design emails, campaign landing pages, sell sheets, infographics, social media graphics, research reports, event invitations, registration pages, flyers, pull-up banners and event booth displays.
- Collaborate with Research and Economist Leadership to produce comprehensive 45+ page reports with detailed copy, charts and infographics utilized with DCN partners, corporate communications and marketing outreach.
- Manage all projects independently, consistently delivering accurate and on-time materials through the use of work management tools such as Asana and Monday.
- Establish and maintain extensive media library encompassing logos, icons, templates, and brand elements.

### Senior Graphic Designer | SAPinsider

BOSTON, MA • OCTOBER 2019 - JULY 2020

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

- Collaborated with the Chief Executive Officer and Chief Product Officer to conceptualize and strategize the brand identity. Translated the strategic vision into high-quality typography and creative designs, developing comprehensive brand guidelines distributed throughout the company.
- Oversaw brand redesign efforts partnering with external partners and internal teams to create new sales and marketing collateral.
- Teamed with publishers, writers, and editors in the production of the SAPinsider magazine and the development of weekly HTML newsletter.
- Partnered with sales leaders and customers to understand individual program requirements, ensuring the successful creative development and delivery of each client's multi-touch marketing program.
- Designed materials for client sponsorships across SAPinsider's digital and offline offerings; including events, custom research reports, email templates, campaign and website landing pages, social media cards and presentations.
- Partnered with the VP Marketing Solutions to establish A/B testing design criteria for all digital programs to increase and enhance the outcome of customer programs.

## Graphic Designer II | AutoAlert

NORWELL, MA • JANUARY 2019 - OCTOBER 2019

Managed the creative design and development of customer marketing programs for AutoAlert, a leading automotive software and data mining company offering a Customer Experience Management platform.

- Collaborated with sales and marketing leaders to develop effective creative strategies for meeting client objectives.
- Adhered to each client's brand guidelines to create marketing materials that aligned with their identity.
- Designed and produced unique customer marketing assets for direct mail, print ads, email campaigns, internal sales collateral, and digital ads.
- Managed extensive media libraries, encompassing client logos, brand elements, imagery, guidelines, and project files.
- Engaged with clients to create materials aimed at driving customer engagement and business growth.
- Ensured compliance with US and Canadian laws regarding disclaimer copy and followed established guidelines.

## Graphic Designer | The Day Publishing

NEW LONDON, CT • JULY 2016 - DECEMBER 2018

Managed the creative design and development of print and digital materials for The Day, a newspaper and website generating more than 2.4 million page views monthly.

- Created compelling print and digital advertisements for a diverse client base, managed the layout and design of various assets such as logos, posters, brochures, digital ads, print signage and more.
- Collaborated with a cross-functional team of graphic designers, account executives, marketing managers and advertising managers to deliver top-notch materials.
- Achieved a 100% increase in production rate within six months of joining the team.
- Utilized production tracking software to streamline document organization and timeline management.

## Graphic Design Coordinator | Women's Center of ECSU

WILLIMANTIC, CT • OCT 2014 - MAY 2016

Managed the creative design and development of print and digital materials for The Women's Center of Eastern Connecticut State University, a center catering to the student body to help prepare them for personal and professional success.

- Oversaw the end-to-end execution of University design projects including flyers and advertisements.
- Led design projects independently and collaboratively with the graphic design team, ensuring adherence to University guidelines.

## ◆ 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