



# Justin McCabe

Graphic Designer

justin.a.mccabe@gmail.com • Portfolio: justinmccabe.com • (860) 886-3047 • Abington, MA

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.

- Key contributor to company rebranding efforts, partnering with Marketing VP to revamp website and design assets such as templates, logos, and iconography.
- Enhance brand image and marketing strategies to boost sales, collaborating closely with Product Management and Sales leadership.
- Craft persuasive customer presentations with Product and Sales teams, driving new business and upselling to existing clients.
- Design diverse marketing materials, including emails, landing pages, social media, event materials, and more to attract and engage customers.
- Produce detailed visual data reports for partner organizations and marketing outreach, working closely with Research and Economist teams.
- Independently manage projects using tools like Asana and Monday, ensuring timely and accurate deliverables.
- Maintain a comprehensive media library of brand assets, including logos, icons, and templates.

### 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.

- Worked closely with top executives to shape brand identity, translating vision into clear design guidelines distributed throughout the company.
- Collaborated with publishers and editors on SAPinsider magazine and weekly newsletters, ensuring high-quality design.
- Partnered with sales teams and clients to tailor marketing materials to individual program needs, ensuring successful delivery.
- Designed materials for client sponsorships across various platforms, including events, reports, emails, and social media.
- Worked with Marketing VP to establish A/B testing criteria for digital programs, aiming to improve customer outcomes.

## 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.
- Maintained brand consistency by adhering to client guidelines in all marketing materials.
- Designed and produced unique customer marketing assets for direct mail, print ads, email campaigns, internal sales collateral, and digital ads.
- Managed extensive media libraries, including client logos, brand elements, imagery, guidelines, and project files.
- Engaged with clients to create 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

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.
- Doubled production rate within six months of joining the team, demonstrating efficiency and effectiveness.
- 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