

**MAUREEN S. DONAHUE**

[msdonahue01@gmail.com](mailto:msdonahue01@gmail.com)

412.495.6937

[msdonahue.com](http://msdonahue.com)

**SENIOR GRAPHIC DESIGNER, ART DIRECTOR AND PRODUCTION ARTIST**

Graphic design for print and digital  
Branding  
Art direction

Project management  
Environmental design  
Infographic illustration

**SOFTWARE**

InDesign  
Photoshop  
Illustrator

Acrobat  
Office  
PC and Mac

**INDUSTRIES**

Real Estate  
Financial  
Retail

Technology  
Healthcare  
Nonprofit

**EXPERIENCE**

**Designer, digital and print**

GNC Corporate Support Center, Pittsburgh, PA

2015–2020

- Created email, website, app, and social media graphics
- Worked on entire campaigns: print, digital and in store
- Designed and produced complex direct mail pieces for Loyalty Program with corresponding digital pieces

**Freelance designer, art director and senior production artist**

2009–2015

- Expert level in all software, ability to lead and mentor
- Dick's Sporting Goods/Field & Stream: Freelanced as Senior Designer for Quad Graphics, the in-house agency for Dick's. Intense production work on versioned tabs and retail signage. Quick turnaround and an incredible attention to detail required.
- Handelan Pedersen: Rebranding effort as part of a team for Zebra Technology; identity guide created and 100+ documents brought up to new standards
- Merkle: Recently completed all production work on an \$85,000 project, versioning thirty 25+ page books on time and under budget for Blue Cross and Blue Shield
- Chicago Art Deco Society: The 32-page magazine that I art direct and produce is consistently rated among the very top art deco periodicals worldwide
- Gift of Adoption: I design professional looking low cost solutions to keep 80% of donations going to the mission of this nonprofit

**Adjunct Professor in Communication Design**

Harrington College of Design, Chicago, IL

2009–2014

- I taught InDesign, portfolio prep, graphic design, environmental graphics, branding, and print process

## **Faculty Applied Communications**

Higher Colleges of Technology: Dubai Men's College, Dubai, UAE 2006–2008

- Lectured and mentored local men graphic design, branding, web design and video
- Led all the team-taught classes and created the syllabus and projects for each of my classes

## **Senior Graphic Designer**

Lester & Associates, Atlanta, GA 2000–2006

- Trammel Crow attributed the 85% lease-up of their not-yet-completed office high rise to our effective marketing plan and promotional materials
- Inventive use of direct mail resulted in landing two anchors for a shopping center
- Comprehensive marketing plan and special direct mail materials increased lease traffic by 200% to Atlanta mixed-use development
- Signage designed for an Austin loft project accounted for the majority of foot traffic to leasing center
- UX design of a 2,000-plus-page site for a large real estate investment firm
- Effective use of OOH spurred 80% lease-up of college off-campus housing in record time

## **Graphic Designer/Art Director**

The Marketing Trapp, Brevard, NC 1999–2000

- Partnered with clients to implement brand equity across hundreds of print and digital communications

## **Art Director**

Great Smokies Diagnostic Lab/VetScience Division, Asheville, NC 1997–1998

- Helped to develop and build equity of a new product across brochures, trade show booth, web site, and brand standards

## **Art Director**

Cha Cha Graphics, Santa Clara, CA 1989–1996

- Morale improved and National Semiconductor was profitable for the first time in four quarters after our team instituted an Employee Communications program
- Art directed photography (worldwide) for a bi-monthly 4-color magazine produced in four languages
- Managed all customer service, design, art direction, and production for \$150K in annual billings

## **Print and Production Manager** (Hiring manager with 23 direct reports.)

Genigraphics Corporation, Santa Clara and San Francisco, CA 1987–1989

- I instituted new production procedures and we turned a profit immediately after nine quarters of losses at the SF facility
- Our clients used the presentations we created to raise millions in venture capital and IPO presentations garnered record-setting opening day prices

## **EDUCATION**

**Master of Fine Arts, Graphic Design** (20 credit hours), Savannah College of Art and Design, Savannah, GA

- Artistic Excellence Fellowship, the highest award offered to Graduate Students at Savannah College of Art and Design

**Master of Education, Instructional Technology**, American InterContinental University, Hoffman Estates, IL

**Bachelor of Fine Arts, Advertising Design**, College for Creative Studies, Detroit, MI

- PRINT magazine, Student Design Competition First Place (featured on cover)

## **AWARDS**

- IABC, Northern California Chapter: Two Outstanding Design Awards in Corporate Communications
- PIAG (Printing Industry Association of Georgia): Two Awards of Excellence, Two Best of Category

## **LINKS**

<http://www.msdonahue.com/#>

[www.linkedin.com/in/msdonahue](http://www.linkedin.com/in/msdonahue)

<https://www.behance.net/msdonahue>