

Jen McPhilimy

Experienced designer who applies expert project management, team leadership, and award-winning design ability to large-scale client or corporate design and product development initiatives.

experience **Palladium Group, Inc.**, Lincoln MA | September 2008 - present

DESIGN MANAGER

Senior member of marketing team for a global strategy management consulting firm with research, publication, and education business lines. Responsible for the development and implementation of brand identity and printed and online materials. Develop and articulate Palladium's brand through the creation of key pieces such as corporate brochure, data sheets, white papers, etc. Establish standards and manage assets to enable the creation of professional and consistent materials across all media, regions, and business lines. Oversight of website improvements, search engine optimization, and pay-per-click campaigns to clarify and communicate company positioning and yield increased site visits and page views. Mentor junior marketing staff. Hire, art direct, and manage freelance designers and external vendors.

IdealsWork, Inc. dba IW Financial, Portland ME | February 2003 - September 2008

DIRECTOR OF USER EXPERIENCE

Lead all aspects of design and product development for financial services company offering web-based applications delivering research and analytics to investment professionals. Representative customers include Deutsche Bank, Eaton Vance, UBS, and Aperio. Manage organization's corporate branding and marketing materials. Ensure a consistent and coherent image through the creation of all visual and experiential elements including tradeshow and conference display, direct mail, letterhead and identity, marketing collateral as well as firm website, both public and application interfaces. Solicit and prioritize needs of company-wide constituents including sales, research, and customer support to define business requirements and features for application development. Create wireframes, screen mock-ups, and other artifacts to communicate detailed specifications. Oversee and mentor the development team, and manage schedules and project plans. Make strategic direction decisions as part of senior leadership team.

ATG (NASDAQ: ARTG), Cambridge MA | December 2000 - January 2003

DESIGN LEAD

Manage full-scale user-experience projects with budgets up to \$1.2m as senior consultant within professional services group at software company. Responsible for project strategy, feature definition, user interface, and visual design. Engage in conceptual-level dialogue with business users, then translate and add appropriate detail to create specifications for software developers. Key clients include Scholastic, Merrill Lynch, and the Federal Air Marshals.

RainCastle Communications, Inc., Newton MA | August 1998 - November 2000

CREATIVE DIRECTOR

Design lead for a 25-person design firm specializing in integrated visual branding solutions and online branding with an emphasis on user experience. Supervise and mentor staff, working closely with designers, developers and clients to deliver impactful marketing, informational and e-commerce websites. Key functions include design, art direction, user interface design and information architecture, account management, and project strategy and coordination for print and web projects including identity systems, collateral, brochures, packaging, annual reports, and websites from initial concepting to production. Establish goals and monitor direction of the company as a member of the senior management team. Joined firm as Senior Designer.

Fyfe Design formerly Bird Design, Cambridge MA | July 1994 - August 1998

SENIOR DESIGNER

Account management, design, production, and print supervision for many project types including logos, identity systems, brochures, sales kits, annual reports, direct mail, environmental graphics, and packaging for clients. Responsible for all aspects of design business including new client contact, estimating and proposal writing, project management and invoicing, as well as concept development, design, and art direction.

education

Carnegie Mellon University, Pittsburgh PA | 1990 - 1994
Bachelor of Fine Arts – Graphic Design

selected awards &
published work

AIGA BoNE Show, MIMC Awards, HOW Self-Promotion, Print's Regional Design Annual, Advertising Club of Greater Boston's Francis W. Hatch Awards, Graphic Design: USA's American Graphic Design Awards, NewMedia Invision Awards, New York Festivals for Interactive Multimedia, WebAward, and Cool Cards and Logos Go Digital, ed. David E. Carter

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