



# BRIDGET O'SULLIVAN

GRAPHIC DESIGN  
+ ART DIRECTION

## EXPERIENCE

### McCann

*November 2021-Present*

Worked as sole designer to create visually engaging presentations and pitch materials, contributing to the success of McCann new business initiatives.

### TedX Syracuse

*Fall 2020-Spring 2021*

Designed social media posts, web assets, and other graphics on par with the TED brand. Led the design team and allocated work among the members.

### Madison Square Park

*August 2021-October 2021*

Worked within brand guidelines to design all digital and print collateral. Managed brand social media channels and email marketing.

### Custom Broadway

*April 2020-August 2020*

Redesigned the company website and logo. Participated in social meetings to brainstorm content ideas and social strategies.

### Greenhill Recovery

*Fall 2020-Fall 2021*

Designed and formatted client workbooks, marketing decks, and brand assets. Designed the brand identity for a related company under the same management.

### Urban Body Fix

*April 2020-August 2020*

Developed social handles, social posts, and captions to grow website traffic through social platforms. Ran the social media calendar and scheduled upcoming posts.

## EDUCATION

### Syracuse University

*2017-2021*

BFA

Communications Design Major  
Visual & Performing Arts

## CORE SKILLS

Art Direction  
Visual Communication  
Branding  
Packaging  
App & Web Design  
Digital Marketing  
Copywriting  
Presentation Design

## TECHNICAL SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
PowerPoint  
Keynote  
Canva  
Social Media  
Procreate

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