



Bridget O'Sullivan

GRAPHIC DESIGN
+ ART DIRECTION

EXPERIENCE

McCann Worldgroup *Designer*

February 2024-Present

As designer on the New Business team, I create impactful visual presentations and branded pitch materials to support client acquisition, while managing our junior designer. I guide the design process, ensure alignment with branding objectives, and deliver high-quality materials while collaborating with cross-functional teams to meet project goals and deadlines. I also assist on designing assets for the McCann Worldgroup new branding rollout.

McCann New York *Junior Designer*

November 2021-February 2024

I designed visually compelling presentations and branded pitch materials for new business initiatives, contributing to client acquisition. I managed the entire design process, from concept to delivery, ensuring high-quality and timely results while aligning with strategic goals and client needs. I worked on cross-functional teams to win clients such as T.J. Maxx, Smirnoff, and Prudential.

Madison Square Park *Graphic Design & Marketing Associate*

August 2021-October 2021

I designed all digital and print collateral in accordance with brand guidelines. I managed the park's social media channels and email marketing campaigns, ensuring consistent and engaging content. My role involved creating visually appealing materials and strategically promoting the park's events and initiatives to enhance brand visibility and community engagement.

Greenhill Recovery *Freelance Designer*

Fall 2020-Fall 2021

I designed and formatted client workbooks, marketing decks, and brand assets. Additionally, I developed the entire brand identity and guidelines for a related company under the same management, ensuring cohesive visual representation across all platforms and materials.

EDUCATION

Syracuse University

2017-2021

BFA
Communications Design Major
School of Visual & Performing Arts

CORE SKILLS

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

TECHNICAL SKILLS

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

BO

BRIDGETOSULLI98@GMAIL.COM ✉

BRIDGETOSULLIVAN.COM ↗

Password: BridgetDesigns

516 404 5465 📞