

# CHRISTINE MCMANUS

DESIGN MANAGER

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## PROFILE

Award-winning strategic design manager and graphic designer with 15+ years' experience conceptualizing, designing, and executing purposeful corporate brand identities and collateral to deepen investor engagement, awareness, and impact to drive bottom line growth. Specializes in providing clear direction for creative teams to deliver inspired digital and print designs aligned with company brand and visual identity. Demonstrated ability to manage multiple projects from inception to completion within production deadlines and budget constraints.

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## SKILLS

Leadership  
Art direction  
Corporate brand strategy  
Digital / email marketing  
Web design  
Rebranding / repositioning  
Typography  
Photography  
Market trends, metrics, insights  
Project management  
Vendor relations  
Partnership building  
Clear communication  
Mentoring

## SOFTWARE

InDesign • Photoshop • Animate  
Illustrator • Dreamweaver  
Audition • WordPress • Marketo  
Microsoft Office

## EXPERIENCE

### Senior Designer, Branding • 2019 – Present

Morgan Stanley Investment Management (formerly Eaton Vance) Boston, MA

Conceptualize and design solutions from start to completion, distilling complex and abstract concepts into relevant and simple designs across print and digital platforms (email, social media, training documents). Mentor designer team members. Partner with business leaders to understand and parse details of vision and strategy. Build relationships across teams that help elevate visual storytelling initiatives. Collaborate with cross-functional partners, executives, and designers to align design strategy.

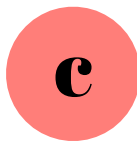
### Key Achievements

- Instrumental in developing new retail design aesthetic which is used as standard across all digital and print designs.
- Rebranded all internal communication design including email templates, social media, and human resource materials.

### Design Manager • 2008 – 2019

HarbourVest Partners Boston, MA

Built, maintained, and strengthened global brand and reputation through strategy and execution of offline and online marketing efforts. Developed and managed digital marketing strategies for website, internal intranet, email, and social media channels. Partnered with cross-functional teams to design compelling content and ensure strategic alignment between brand and all corporate communications. Directed and coordinated external vendors to ensure consistent visual identity.



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## AWARDS

HarbourVest Global Private  
Equity (HVPE) Awards

**2<sup>nd</sup> Place Listed Private  
Equity Investor Reporting for  
2014 HVPE Annual Report**

**The Association of Investment  
Companies' Best Information  
to Shareholders Award:  
Best Reports and Accounts  
Specialist for 2010 Annual  
Report**

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Pensions & Investments  
Eddy Awards

**Ongoing Union  
Education 2006  
1<sup>st</sup> Place  
IBEW Local  
No. 134 Campaign**

**Ongoing Education 2006  
3<sup>rd</sup> Place  
Nordstrom Campaign**

**Special Projects 2004  
2<sup>nd</sup> Place  
Toro Campaign**

## EDUCATION

**Bachelor of Fine Arts**  
Syracuse University

## EXPERIENCE (CONTINUED)

### Key Achievements

- Initiated and executed website re-design including development of new strategic messaging and purposeful design; resulted in increased website referrals by 69%, new users by over 53%, and page views by 56% within 8 months of site launch.
- Designed new brand strategy and visual identity across organization to achieve enhanced brand positioning across platforms including web, social media, sales and marketing materials, and key corporate assets.
- Provided design and art direction for factsheets, shareholder reports, signage, and event collateral including template creation, global photo shoot direction, and final artwork selection for print and digital mediums.

### Senior Graphic Designer • 2006 – 2008

Brown Brothers Harriman Boston, MA

Collaborated with senior staff on variety of print materials to conceptualize and design advertisements, internal collateral, brochures, and invitations. Established visual consistency across multiple business lines while adhering to strict brand standards. Standardized signage for all offices.

### Graphic Designer • 2004 – 2006

Mercer HR Services Norwood, MA

Designed and delivered multimedia branding campaigns aligned with visual identity while adhering to tight deadlines and budget constraints. Served as lead design resource for Nissan, Nordstrom, and Coca-Cola for educational materials. Managed multiple vendor relationships with photographers, illustrators, printers, and paper distributors. Art directed video and photo shoots. Partnered with production staff to oversee printing process from preparing files to attending press checks.

ADDITIONAL EXPERIENCE as **Graphic Designer** for Putnam Investments.