



CHRISTINE B. MCMANUS

DESIGN MANAGER

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PROFILE

Award-winning graphic designer with 15+ years of experience conceptualizing, designing and executing corporate brand identities and collateral that enhance investor engagement and drives bottom-line growth. Specializes in providing clear direction for creative teams to deliver 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.

SKILLS

Art Direction
Project Management
Leadership
Corporate Brand Strategy
Digital / Email Marketing
Partnership Building
Rebranding / Repositioning
Typography
Photography
Vendor Relations
Clear Communicator
Team Mentor

SOFTWARE

InDesign • Illustrator
Photoshop • Animate
Audition • Monday.com
Marketo • Dreamweaver
Microsoft Office

EXPERIENCE

Senior Designer • 2019 – Present

Morgan Stanley Investment Management (formerly Eaton Vance), Boston, MA
Conceptualize and design solutions from kickoff to completion, distilling complex and abstract concepts into relevant and clear designs across print and digital platforms (email and social). Partner with stakeholders to understand and parse details of vision and strategy. Build relationships across teams that assist in elevating visual storytelling initiatives. Collaborate with cross-functional partners, executives, and designers to align design strategy. Mentor design team members.

Key Achievements

- Instrumental in developing new retail design aesthetic which is used as the current standard across all digital and print designs.
- Rebranded all internal communication design including email templates, social media, and human resource materials.
- Selected to be one (on a team of 60 out of ~4,000 colleagues) serving as a Diversity Champion Committee Co-lead to move the firm's Diversity, Equity, and Inclusion initiative forward.
- Co-chaired combined Dress for Success Campaign Clothing Drive between Eaton Vance and Parametric.

Design Manager • 2008 – 2019

HarbourVest Partners, Boston, MA

Built, maintained, and strengthened global brand through strategy and execution of online and offline 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

2nd Place Listed Private
Equity Investor Reporting /
2014 Annual Report

The Association of Investment
Companies' Best Information
to Shareholders Award:

Best Reports and
Accounts Specialist /
2010 Annual Report

Pensions & Investments
Eddy Awards

Ongoing Union Education
2006 First Place for IBEW
Local No.134 Campaign

Ongoing Education 2006
Third Place for Nordstrom
Campaign

Special Projects 2004 Second
Place for 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 design.
- Created new brand strategy and visual identity to enhance brand positioning across web, social media, sales and marketing materials, and key corporate assets.
- Designed fact sheets, shareholder reports, signage, and event collateral including template creation, global photo shoot direction, and artwork selection for print and digital mediums.

Senior 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 event materials. 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 (formerly Putnam Investments), Norwood, MA

Designed multimedia branding campaigns aligned with visual identity while adhering to tight deadlines and budget constraints. Served as lead designer for Nissan, Nordstrom, and Coca-Cola 401k educational campaigns. 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 final files to attending press checks.