



Christine B. McManus

DESIGN MANAGER

PORTFOLIO
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in /christinebmcmanus

Profile

Award-winning strategic design manager and graphic designer with 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. Expertise in the following:

- Strategic 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

Work Experience

2008 — 2019

Boston, MA

Strategic Design Manager

HarbourVest Partners

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 (HR, IT, Legal Regulatory & Compliance, ESG) to design compelling content and ensure strategic alignment between brand and all corporate communications. Directed and coordinated external vendors (photographers, signage specialists) to ensure consistent visual identity.

Key Accomplishments

- 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 over 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, worldwide photo shoot direction, and final artwork selection for print and digital mediums.

2006 — 2008

Boston, MA

Senior Graphic Designer

Brown Brothers Harriman

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.



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Work Experience

2004 — 2006 **Graphic Designer**
Norwood, MA *Mercer HR Services*

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 financial 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 a **Graphic Designer** for Putnam Investments.

Software

Adobe Creative Suite <i>InDesign, Photoshop, Illustrator</i>	Marketo
WordPress	Salesforce Marketing Cloud
Wix	Microsoft Office Suite

Awards

2nd Place Listed Private Equity Investor Reporting for 2014 HVPE Annual Report
HarbourVest Global Private Equity (HVPE)

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

Ongoing Union Education 2006 First Place for IBEW Local No.134 Campaign
Pensions & Investments Eddy Awards

Ongoing Education 2006 Third Place for Nordstrom Campaign
Pensions & Investments Eddy Awards

Special Projects 2004 Second Place for Toro Campaign
Pensions & Investments Eddy Awards

Education

Bachelor of Fine Arts — Syracuse University