



# SEAN HANLON

GRAPHIC DESIGNER

## PROFILE

Versatile graphic designer with twenty years experience creating dynamic visuals to shape brands, promote events, propagate campaigns and win business.

## CONTACT

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## SKILLS



## EDUCATION

- SUNY at New Paltz**  
Bachelor of Science  
Visual Arts/Graphic Design  
New Paltz, NY
- Brooklyn Technical High School**

## EXPERIENCE

- 2020 - 2022  
**Contract Senior Production Artist / Art Director @ The Publicis Groupe**
  - Supported account teams at Publicis agencies including *Razorfish Health* and *Saatchi Wellness*.
  - Built mechanicals for printed material of various pharmaceutical clients.
  - Corrected content / assured quality control and followed medical regulatory requirements.
  - Designed print and digital assets, including large scale signage and PowerPoint presentations.
- 2019 - 2020  
**Contract Graphic Designer @ Cumulus Media | Westwood One**  
Collaborated with Creative Team to develop dynamic digital banner ads, Email invites, print collateral and PowerPoint presentations.
- 2013 – 2019  
**Senior Graphic Designer @ Townsquare Media**
  - Developed brand identity and designed all assets for live events: *Country Jam, Headwaters, Taste of Country, We Fest, Mountain Jam, Loudwire, Insane Inflatable 5K Run, Arizona Bridal Show, and Manchester Food and Wine*.
  - Partnered with Marketing Team to boost festival awareness and increase ticket sales through visualization of digital campaigns for web and social media.
  - Revitalized event experiences through print campaigns and on-the-ground collateral.
- 2012 – 2013  
**Contract Graphic Designer @ Harmony Artworks Inc. (self-owned company)**  
Clients included: *Grey Advertising • Ethan Allen • Blast Radius • Havas Health*
- 2011 – 2012  
**Senior Graphic Designer @ KG&D Architects**
  - Launched Graphic Design department and established core visual stamp for marketing materials and architectural recaps/proposal booklets.
  - Created PowerPoint presentations to procure new architectural contracts.
- 2009 – 2010  
**Graphic Designer @ House Party, Inc.**
  - Designed landing pages and assets for events featuring brands, such as: *Microsoft, Kraft, Nabisco, Nintendo, Sega, EA Sports, Hasbro, Fisher Price, TNT, USA*, and more.
  - Introduced animation into formerly static site banners which increased page views and unique visits. Edited client video to punctuate product and event relevancy.
- 2008 – 2009  
**Multimedia Designer @ FOX Interactive Media | MySpace**
  - Instilled and executed the use of Flash for recap sizzle reels.
  - Illustrated brand promotion through hypertargeting via social media by the construction of PowerPoint presentations (including video and soundtracks) and assets such as web ad mockups.
- 2006 – 2008  
**Multimedia Designer @ CBS Radio**  
Built PowerPoint presentations, animated sizzle reels, web mockups, media players, and animated banners to attract clients to utilize broadcast radio and digital streaming media.
- 2004 – 2006  
**Contract Graphic Designer @ Starwood Hotels**  
Developed presentations with animation and audio and created 4-color print collateral.
- 2001 – 2004  
**Contract Graphic Designer @ Towers Perrin**  
Developed brochures, presentations, advertisements, information kits, direct mail, and new business and tradeshow collateral.