



# Stephen Daly

Senior Designer

## Professional Experience

2014–Present **Brigham and Women's Hospital**  
*Assistant Web Director (2016–Present)*

I manage look and feel two microsites: Brigham Health Magazine and Brigham and Women's Giving. Design and code email templates for Campaign Monitor (CMS). Train junior-level designers to use CMS and code email templates. Produce and edit development videos, create and design social media campaigns, and assist in communication planning.

*Senior Web Designer (2014–2016)*

Designed and coded email templates for Blackbaud (CMS). Designed web pages for Brigham and Women's Giving, and created the look and feel for microsites, including the Ann Romney Center for Neurologic Diseases and The Stepping Strong Center for Trauma Innovation. Produced and edited video for Brigham and Women's Boston Marathon teams.

## Freelance/Contract Designer 2008–14

**Cogo Labs**

*Web Designer*

Designed and coded emails and worked with collected analytics to find the right design to connect with the customer.

**Catalyst B2B**

*Multimedia Designer*

Created brand/design concepts for engineering, medical, and pharmaceutical companies. Worked with art directors to develop designs for various marketing initiatives.

**Cengage Learning.**

*Web Designer*

Worked closely with the developer team to create UX designs for interfaces in Flash and for web pages.

**Costar Group /PPR Inc.**

*Graphic Designer*

Developed wireframe architecture and created UX designs and web interface for new financial information site. Designed financial reports (print), as well as charts and graphics for the website.

2006 to 2008 **The Yacobian Group**

*Multimedia Designer*

Served as the lead designer in a department of four. Created print and interactive media, including educational booklets, brochures and posters, ensuring a cohesive style. Coordinated with vendors, organized production files, set up print schedules and managed press checks.

**Clients:** Armani, Lord & Taylor, Staples, T-Mobile.

2003 to 2005 **Warren Impact**

*Multimedia Designer*

Oversaw the design department, supervising two production designers. Assisted clients while creating and managing projects from beginning to end. Worked on a range of projects, including direct marketing, brand and development, advertising and web design. Clients: NBC/Universal Studios, Delta Roofing, Hoyts Cinemas, Norwood Bank.

## Education

University of Massachusetts Dartmouth  
BFA, Graphic Design/Typography  
BFA, Digital Media/Photography  
Front-End Web Development Course,  
General Assembly

## Other Skills

Wireframe development  
Video production and editing  
Illustration and sketching abilities  
Strong communication and interpersonal skills  
Project management experience, from budgeting to scheduling

## Software & Technical Capabilities

Axure  
Adobe Creative Cloud: Bridge, Fireworks, Illustrator, InDesign, Photoshop, Director MX,  
Premiere, Dreamweaver, Flash  
Blackbaud (BBNC)  
Campaign Monitor  
CSS3  
Expression Engine  
HTML5  
Interface Builder  
iTerm2  
JavaScript (working knowledge)  
jQuery  
Microsoft Office: Word, PowerPoint, Excel  
OmniGraffle  
Quark XPress  
Responsive design  
Sublime Text 2  
WordPress

REFERENCES AVAILABLE UPON REQUEST