



LORRIE MACY



DESIGN AND MARKETING PROFESSIONAL

CONTACT

📞 413.355.4464
✉ lorriemacy@gmail.com
📍 St. Charles, Missouri
🌐 lorriemacy.com
🌐 linkedin.com/in/lorriemacy/

EDUCATION

B.S., Journalism; Minor, Business
Texas A&M University — College Station, TX
Graduated 5/2004

SKILLS

- Graphic design
- B2B Marketing
- Presentation design
- Illustration and infographics
- Communications
- Branding
- Campaign design
- Visual storytelling
- Creative problem solving

PROFICIENCIES

Adobe Illustrator	<div></div>
Adobe InDesign	<div></div>
Adobe Photoshop	<div></div>
Adobe Workfront	<div></div>
Adobe AfterEffects	<div></div>
Figma	<div></div>
PowerPoint	<div></div>
Google Suite	<div></div>
Procreate	<div></div>

SUMMARY

With more than 10 years of professional design and marketing experience (and a lifetime of creative work) to my credit, I am a uniquely talented communicator, visual problem solver, and technical designer. I make messages memorable, information clear, and visuals impactful. Aside from full-time roles, I have also operated as a freelance designer since 2006.

EXPERIENCE

5/2023 – Present

Graphic Designer (Remote)

The Solutions Group — Warren, New Jersey

Currently serving as a full-time contractor for the TSG studio team wherein I support the design and marketing needs for our largest financial services client. Additionally, I am the lead designer for our agency's social media content.

5/2022 – 3/2023

Design Lead (Remote)

Foresight Commercial Insurance — San Francisco, California

I was recruited to lead a comprehensive brand assessment and refresh, including developing extensive brand guidelines integrating our two sub-brands into a cohesive identity. After setting that foundation, I redesigned the entire suite of sales and marketing collateral, pitch decks, and investor presentations to follow suit. Meanwhile, I was also collaborating with the marketing team to concept and build comprehensive targeted marketing campaigns for Brokers, which included creating videos, infographics, digital ads, and LinkedIn content.

1/2021 – 5/2022

Senior Studio Designer (Remote)

Empower — Denver, Colorado

Brought over through acquisition, I was placed on the internal creative studio team wherein I designed print collateral, digital graphics, and GIFs for our larger clients (\$100M+) in an incredibly fast-paced manner. Additionally, I created original branding and campaign concepts for some of our mega clients (\$500M+), often including custom illustrations and infographics. I also partnered with our RFP design team to develop custom proposal materials. Also, in an effort to create a more positive creative community, I began hosting a monthly designers' meet-up for our team. I also volunteered for the communications team of the Women's Empowerment Network.

7/2013 – 12/2020

Marketing Consultant & Visual Media Designer (Hybrid)

MassMutual Financial Group — Springfield, Massachusetts

This unique and exciting role nestled in the marketing department, which allowed me to partner directly with marketers to bring their campaigns to life for our largest retirement plan clients (\$75M+). I developed creative campaigns, custom "looks," presentations, infographics, GIFs, illustrations, and collateral for a variety of audiences (advisors, plan providers, and employees). Additionally, I was selected to work with the corporate event planning team to develop theme, logo, signage, collateral, and presentations for our annual sales meeting and targeted advisor events. I also provided design and illustration support to the Women's Leadership Business Resource Group Events Committee.