



240.755.7019 | james.malloy@gmail.com | jamesmalloy.com



## EXPERIENCE

### **Constant Contact** - *Senior Art Director* - 2018-Present

All aspects of marketing from directing the visual design for TV campaigns; online video advertising on YouTube, Facebook and Instagram; digital advertising; customer communications; front of site web design; live events and activations. Daily email promotions designed to help create brand awareness, and drive business growth.

### **65Bold /James Malloy Design** - *Creative* - 2009-2022

Creative Strategy, Website Visual Design, Graphic Design, Consultation, Logo and Branding, Marketing Collateral, Packaging, UX, Environmental Design services. Contract and Freelance for Agencies/Small Businesses/independent employers

### **WeightNot** - *Art Director* - 2011-2017

Creative direction and design for physical and e-commerce business: design guidelines of branded, promotional, and marketing materials. Oversaw campaigns and messaging through multi-tiered strategic advertising, including website and app design, email, social media, and demographic targeted audiences. Development of streamlined user experience utilizing data based on customer behavior. Collaborate with social media and marketing teams to develop company stories. Concept development and design for instructional materials across 10+ health programs, stylish packaging, and instruction guides for 15+ products.

### **Reveal** - *Lead Graphic Designer* - 2009-2011

Concept development and design for 6 lifestyle programs and materials including the original web content for 6 individual product websites. Oversaw and created email marketing and social media campaigns, marketing materials, and point-of-purchase displays.

### **The American Belt Company** - *Graphic / Package Designer* - 2006-2009

Supported Creative Director in overseeing the design of consumer packaged goods, in-store display units, mens' accessories, and sale sheets for brand name licenses. Implementation of new products from initial design to final in-store product placement while working with suppliers, vendors, international factories, and distributors. Clients Included: Apple Inc., Robert Graham, Macy's, Snap-On, Geoffrey Beene, KMart, Marshalls, Ross, Sears, WalMart, Carhartt

## SKILLS

**Design** - Creative Direction, Product Strategy, User Interface Design, Brand Activations, Design Systems

**Software** - Photoshop, Illustrator, Indesign, Premier, After Effects, Figma, Sketch, InVision

## EDUCATION

**Pratt Institute**, Brooklyn, NY - BFA, Communication Design - 1999-2001

**Delaware College of Art & Design**, Wilmington, DE - AFA, Graphic Design - 1997-1999