

# John Webb

+1 267.372.6737 | johnwebbdesigns@me.com | johnwebbdesigns.com | *Client confidential PDF available by request.*

Senior Designer with 18+ years building brand and presentation systems. I create templates, chart guides, and asset libraries that raise speed and consistency across 30+ offices on a 24/6 schedule, with accuracy, compliance, and accessibility built in.

## Core Skills

**Creative:** Brand systems | Identity | Typography | Print and digital collateral | Presentations | Infographics | Data visualization | Event design

**Collaboration:** Cross-team coordination | Stakeholder communication | Multi-market adaptation | Design process optimization | Documentation | Training

## Tools

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Acrobat); PowerPoint (Slide Master and layouts, theme fonts/colors, Excel-linked charts, think-cell; waterfall, Marimekko/Mekko, Gantt, reusable chart templates); Figma; Excel; accessibility checks (alt text, reading order, color contrast); Acrobat Preflight; PAC (PDF Accessibility Checker); versioning and naming standards.

## Experience

### Design Manager; Senior Designer — Macquarie Asset Management | 2018–2024

- Led 20+ designers with workflow, delegation, and QA; supported 30+ offices on a 24/6 schedule.
- Built templates, chart guides, documentation, training, and centralized assets; work review and quality control.
- Standardized PowerPoint library; faster turnaround and higher quality; Excel-linked charts and think-cell as needed.
- Delivered ~800 pitchbooks and ~600 reports per year; supported 100+ events; shipped Annual Outlook Thought Leadership with legal review.
- Migrated fact sheets from InDesign to PowerPoint; ensured compliance and accessibility; localized for regional needs.

### Senior Designer, PTI (Nonprofit & Education) | 2012–2018

- Led campaigns that increased donor engagement and improved event turnout.
- Built adaptable brand systems and templates to keep visual consistency post-handoff.
- Coordinated vendors and print production; managed budgets, timelines, and proofing.
- Balanced institutional credibility with audience-focused creativity.

### Freelance Designer / Creative Lead | 2010–2019

- Delivered branding, marketing collateral, packaging, and digital assets for corporate, nonprofit, and SMB clients.
- Developed identity systems and guidelines; set typography and color standards for consistent rollout.
- Managed client relationships, intake, and production from concept to delivery; prioritized business objectives.

### Prepress Operator / Production Artist, Pure Red | 2009–2011

- Prepared and optimized files for print; ensured color accuracy and vendor compliance.
- Created dielines and mechanicals; conducted press checks; maintained color management and QC.
- Managed setup, proofing, and output for national retail campaigns; solved technical issues to protect timelines.

## Selected Outcomes

- Presentation system that scales: standardized PowerPoint library, trained regions, faster delivery, higher quality.
- Thought Leadership ready to publish: scannable layouts and platform cuts for web, email, and social with claim reviews by legal.
- Event communications: leadership and town halls with speaker-friendly narratives and clean, reproducible files.

## Education

Art Institute of Philadelphia  
A.S., Graphic Design | 2005–2008

## Portfolio

johnwebbdesigns.com  
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