# John Webb

## Design Portfolio

Senior Designer + Design Manager Brand Systems, Campaigns, Global Marketing

October 1, 2025



## John Webb

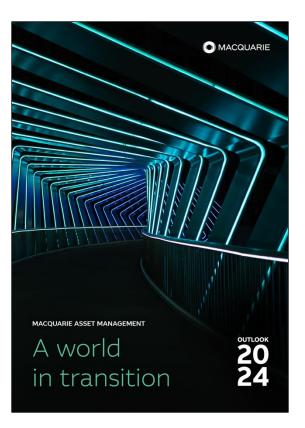
With 18+ years in design, including leadership of creative teams, I design with clarity, consistency, and a get-it-done mindset. My work balances hands-on creativity with the systems and structures that keep large-scale projects moving. From global campaigns to nonprofit outreach, I build solutions that engage audiences while streamlining workflows for teams across regions.



## Macquarie Asset Management | Annual Outlook (Design System)

Beginning in 2018, I directed the Annual Outlook and established it as Macquarie's flagship publication, setting the creative direction for the year's campaigns. In 2024, I expanded my leadership role by guiding concept development, managing a distributed design team, and aligning outputs across print, digital, and social. The Outlook became a central design system for Macquarie Asset Management, supporting more than 30 global offices and serving as the foundation for thousands of client-facing materials each year. Its influence extended from internal communications to global campaigns, ensuring consistency and impact across every channel.

#### 2024 MAM Outlook cover



#### Internal pages (Interactive)













#### Sales Sheets









## Macquarie Asset Management | Annual Outlook Campaign Extensions

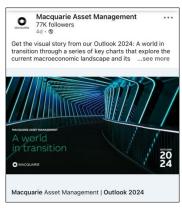
Building on the Annual Outlook design system, I developed a suite of campaign assets that extended its reach globally. These included internal screens, social graphics, and branded advertising that carried the Outlook identity across multiple markets. By partnering with social and web teams, I ensured that every touchpoint — from digital ads to internal communications — tied back to a cohesive visual framework. The campaign scaled to thousands of client interactions and reinforced the Outlook as a centerpiece of Macquarie's brand presence.

#### **Digital Screens**





#### **Social Posts**





## 

#### **Podcasts**







## Macquarie Asset Management | Thought Leadership Campaigns

I led design for Macquarie's thought leadership initiatives, including Pathways, Insight PDFs, and client presentations. These projects required translating complex editorial content into clear, brandaligned visuals that were distributed globally. By shaping layouts, refining narrative flow, and aligning with senior stakeholders, I helped Macquarie communicate market expertise with authority. The work elevated Macquarie's positioning as a trusted voice in investment strategy and provided clients with engaging, high-value content.

#### **Pathways**

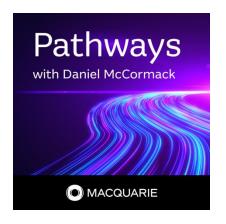








#### Podcast Tile



#### Insight









#### PowerPoint Presentation







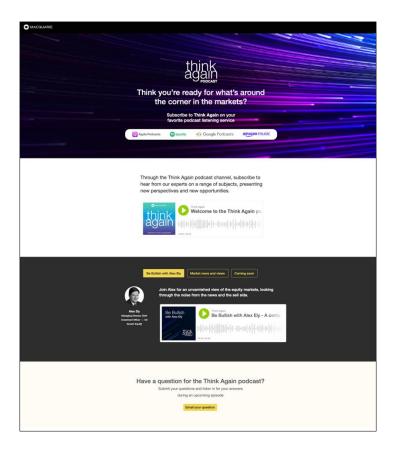


## Macquarie Asset Management | Think Again Podcast Series

As part of Macquarie's broader thought leadership initiative, I designed the identity system for the "Think Again" podcast with an emphasis on clarity, curiosity, and editorial strength. The work included cover art, promotional graphics, and reusable templates that supported a growing audience across digital platforms. Each asset was designed to adapt seamlessly across channels while reinforcing the podcast as a credible extension of Macquarie's thought leadership.





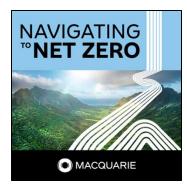


## Macquarie Asset Management | Navigating to Net Zero Podcast

I created the visuals for the sustainability-focused "Navigating to Net Zero" podcast series, exploring multiple design directions that balanced corporate brand standards with bold storytelling. The final assets elevated the visibility of Macquarie's ESG initiatives and were used across events, digital platforms, and executive presentations, positioning the series as a key voice in sustainability conversations.

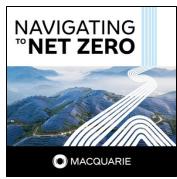




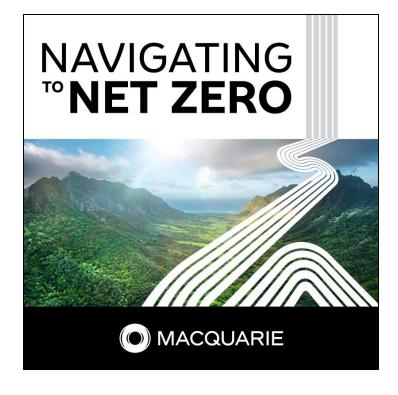








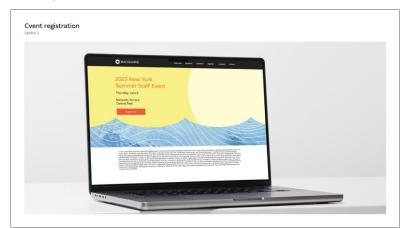


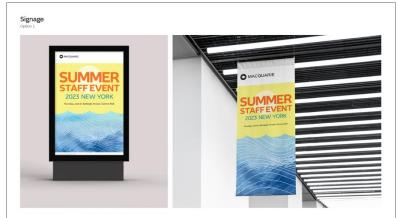


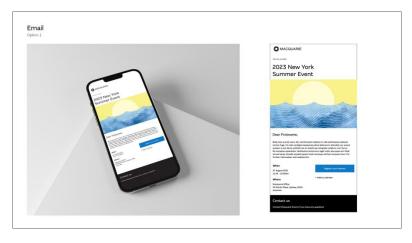
## Macquarie | New York Summer Event (Concepts + Execution)

Created full event branding for Macquarie's New York Summer Event, from initial concept pitch through final deliverables. Designed visual directions, maps, banners, email graphics, and sponsor signage—all centered around a playful, welcoming tone that aligned with Macquarie's brand. Partnered with event teams and vendors to deliver materials across multiple formats and touchpoints, supporting a gathering of more than 500 attendees and sponsors. Fast-moving, high-visibility work with a lot of moving parts—and a lot of fun to bring to life.

#### Concept 1



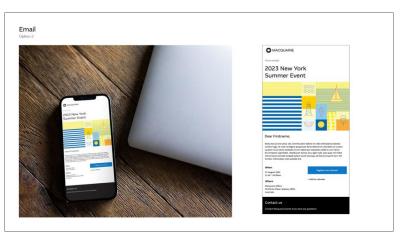




#### Concept 2





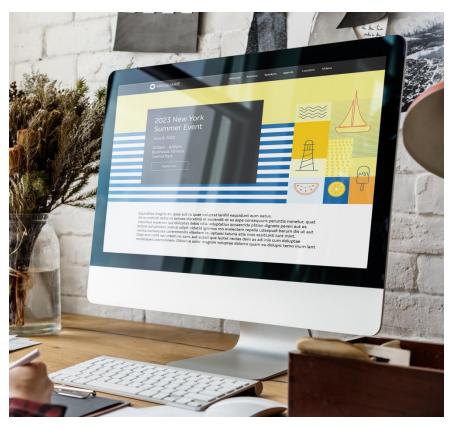


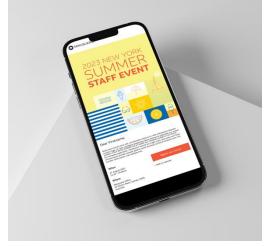
## Macquarie | NY Summer Event (Print & Digital)

Created both print and digital assets for the Summer Event, including programs, motion graphics, and large-scale displays. Delivered high-quality materials on accelerated timelines, maintaining consistency with Macquarie's global brand.











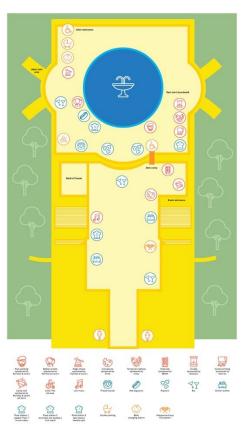
## Macquarie | NY Summer Event (Impact)

The refreshed visual system elevated client experience and streamlined production for one of Macquarie's premier events. Materials supported coordination across multiple teams, aligning with brand standards while engaging key stakeholders.

#### WorkPlace / Facebook Post



#### **Event Map**



#### **CVENT Sponsors**



## Macquarie Asset Management | Internal Event Presentations

Designed and produced presentation decks for internal events including town halls, executive briefings, and team summits. These weren't typical PowerPoint decks. I raised the visual bar on every deck so presenters stayed clear and audiences focused. I worked directly with speakers, producers, event teams, and marketing managers to tailor the format and visuals to the room, mood, and moment. The work extended to high-visibility leadership meetings and conferences, supporting events with hundreds of participants across regions.

#### **CSG Event**



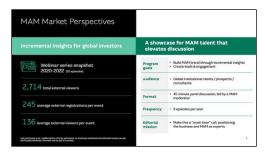






#### Global Market Perspective



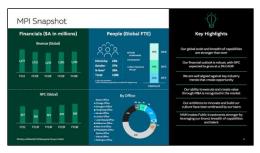




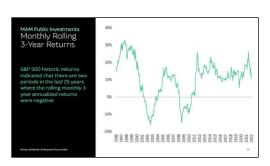


#### Sydney Town Hall









## Macquarie Asset Management | Quarterly Standards + Chart Guide

Created foundational documents to improve efficiency and reduce rework across recurring deliverables. The Quarterly and Chart Guides outlined layout standards, data treatments, and update protocols—ensuring every new quarter began with a clean slate. These internal tools were used by both designers and business partners, streamlining production and enabling quicker turnarounds on high-volume deliverables. Together, they reinforced consistency across 600+ quarterly reports and became a benchmark for quality across the global design team.

#### Quarterly/Monthly document update guide



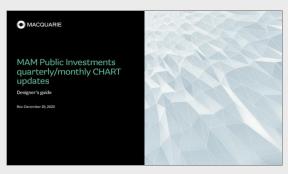




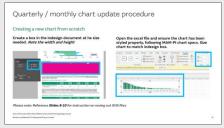


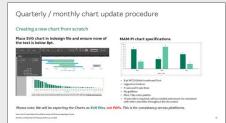


#### Chart guide











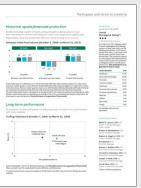
## Macquarie Asset Management | Quarterly Selling Systems

Partnered with clients to build a suite of deliverables for each fund, including Fund Profiles, Enhanced Fact Sheets, and "Inside the Portfolio" pieces. Each item had a specific purpose—whether targeting new retail investors or institutional audiences. I used modular layouts and brand-aligned stock imagery to differentiate between funds while maintaining consistency across formats. Designed for both print and digital distribution, these systems evolved each quarter and were supported by templates I built and trained designers to manage, enabling scalability across multiple regions.

#### Fund Profile









#### **Enhanced Fact sheet**





#### Inside the Portfolio









## Strategy Profile









## Macquarie Asset Management | Quarterly Deliverables

Oversaw a range of quarterly pieces including Premier Model Data Sheets, client-specific commentaries, and standard fund reports. The work often required same-day turnarounds and custom visuals to distinguish similar-looking documents. I used subtle brand storytelling—such as regional bridge imagery—to bring cohesion and clarity to high-volume data. These efforts contributed to a system that managed 600+ quarterly deliverables annually while supporting tight compliance deadlines across multiple time zones.

#### Data sheets









#### Premier Model Data sheet









#### Standard Commentaries









### Client-specific Commentaries









## Macquarie Asset Management | Quarterly Deliverables

Led the conversion of Macquarie's high-volume fact sheets from InDesign to PowerPoint, maintaining design integrity while giving internal teams more flexibility. I also managed updates for brochures and whitepapers, collaborating with compliance and marketing to ensure timely approvals. Each piece was built with adaptability in mind, serving audiences from institutional clients to sales teams. The shift streamlined production and aligned with a broader system that delivered hundreds of factsheets and client materials every quarter.

#### **PowerPoint Factsheets**







#### Contact maps







#### Institutional Fliers



#### Snapshots









#### **Brochures**







## Macquaire | Illustrations + infographics

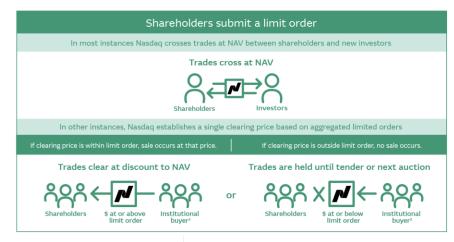
Developed illustration systems for Macquarie annual reports, combining custom line art with stock integration to support editorial content. I designed two of the five covers and created two custom illustrations from scratch. These visuals elevated data-heavy content and gave high-visibility corporate reports a more approachable, brand-aligned identity. Additional projects included infographics such as a NASDAQ feature, reinforcing clarity in investor communications.

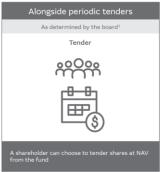
#### Annual report





#### NASDAQ Infographic





## PTI | Nonprofit Appeals

Worked with PTI, a creative services business that partners with nonprofits, on multiple fundraising campaigns, including appeal letters, donor communications, and digital landing pages. Each campaign was designed to balance clarity with emotional resonance, helping to strengthen donor trust and drive contributions. I also created adaptable templates for seasonal reuse and provided guidance for internal staff, ensuring the materials could live beyond the initial campaign cycle. These appeals became a reliable tool for sustaining donor engagement year after year.

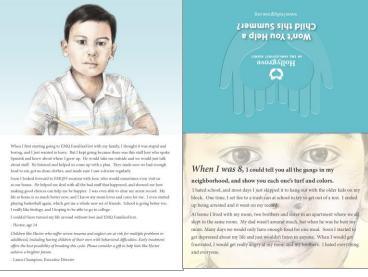
#### **Appeal Letters**

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EMQ FamiliesFirst

572 N. Arrowhead Ave.



















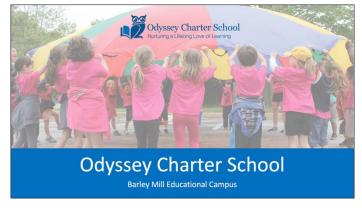
## PTI | Charter School Campaigns

Developed branding and collateral for PTI's network of charter schools and capital campaigns. Deliverables included newsletters, donor packets, event signage, and bilingual family-facing materials. In addition to campaign collateral, I designed complex websites for Odyssey and Academia Charter Schools. The sites included role-based access for parents, teachers, and students and served as hubs for resources and communication. The work unified communications across the school network and supported growth in visibility and community engagement.

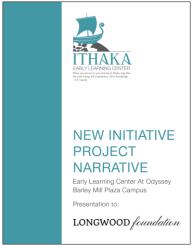








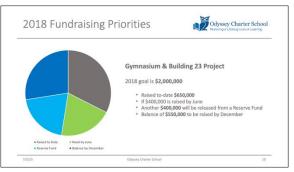












## PTI | Face to Face: Capital Campaign

Created the full visual identity and campaign system for Face to Face's capital initiative, a grassroots and donor-driven effort. Designed presentation books, appeal letters, and event collateral around a cohesive theme that reflected the organization's mission. The materials provided credibility and energy to fundraising efforts, helping the client communicate their vision effectively to both individual donors and institutional partners. This project demonstrated how consistent design systems can amplify campaign momentum and drive results.

Building to Serve



Face to Face









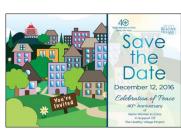
Building to Serve

## PTI | Berks Women in Crisis: Healthy Village Project

Branded the Healthy Village Project for Berks Women in Crisis, including campaign materials, signage, and immersive environmental graphics. Developed a design system that was uplifting and community-centered, created in close collaboration with social workers and educators. The visuals transformed the event space into an engaging, supportive environment, helping attendees feel welcomed and informed. This work underscored the importance of design as both a functional and empathetic tool in community initiatives.

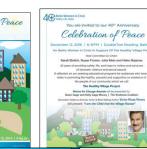
#### Various Campaign Materials





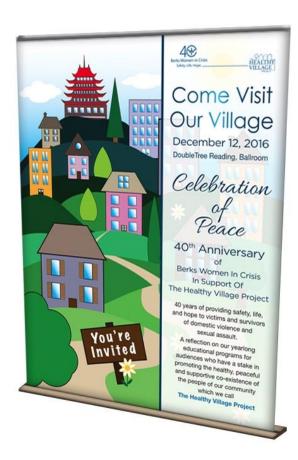








#### Signage

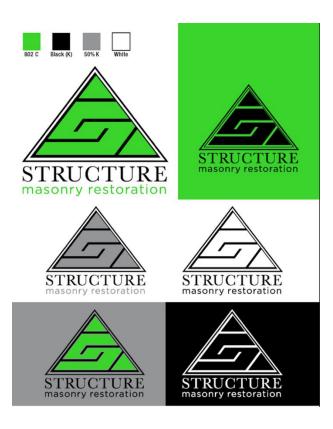


#### Large-format posters for an immersive venue



## Structure Masonry | Branding + Deliverables

Designed brand identity, business cards, and signage for Structure Masonry with a focus on boldness and visibility. The identity was tailored to construction environments, with a strong color palette and durable print finishes that stood out on job sites while remaining professional. I introduced subtle production details, such as spot varnish, to elevate the materials without complicating them. The final system gave Structure Masonry a professional face in a competitive field, helping them build recognition with clients and contractors.









## Auto Tags & Insurance LLC. | Branding + Deliverables

Developed branding, storefront signage, and collateral for a Pennsylvania-based auto tags and insurance business. The design approach drew from the visual language of the State of Pennsylvania and PENNDOT while incorporating polished, professional elements to differentiate the brand. I delivered a system that was immediately recognizable from the street and communicated trust and accessibility. The work helped position the business as both approachable to everyday customers and distinct from nearby competitors.

Brand Mark, Website, Signage, Marketing Materials









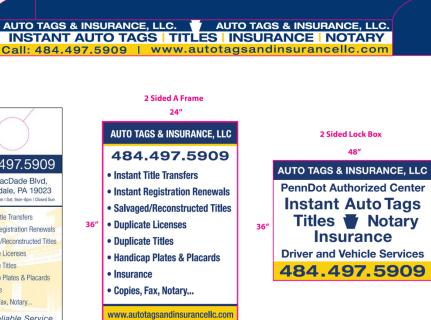






AUTOTAGSANDINSURANCELLC.COM





214"

## John Webb

I appreciate your time and consideration.

To view my CV and additional work, please visit:

johnwebbdesigns.com

My work combines creative execution with the systems that make large-scale design sustainable. From global institutions to grassroots nonprofits, I bring clarity, consistency, and efficiency to every project.

