

John Webb

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Senior Designer focused on financial presentations, pitchbooks, and data visualization. Build scalable PowerPoint and think-cell systems used across global teams, supporting high-volume investor materials with speed, accuracy, and compliance.

Core Skills

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

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

Tools

PowerPoint (advanced: Slide Master systems, template architecture, Excel-linked charts, think-cell: waterfall, Mekko, Gantt, reusable chart libraries); Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects); Figma; Excel; AI tools (ChatGPT, Adobe Firefly); Accessibility (alt text, reading order, contrast); Acrobat Preflight; PAC.

Experience

Independent Designer / Creative Consultant | 2024–Present

- Financial presentation design for Corbin Advisors (pitchbooks, investor materials)
- Brand and marketing work for local clients (AutoTags & Insurance LLC, ABS General Contracting), including web, print, and visual assets
- Illustration work supporting client and personal projects

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

- Led 20+ designers supporting 30+ offices on a 24/6 workflow
- Designed investor-facing materials including pitchbooks, reports, and executive presentations for global asset management teams
- Built templates, chart guides, and centralized assets improving speed and consistency
- Delivered ~800 pitchbooks and ~600 reports annually across global teams
- Standardized PowerPoint systems and supported high-profile Thought Leadership releases

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

- Led campaigns improving donor engagement and event performance
- Built adaptable brand systems and templates for long-term client use

Contract Designer — Delaware Investments | 2013–2016

- Produced financial presentations and pitchbooks for investment teams
- Built PowerPoint templates and charts aligned with brand and compliance standards

Freelance Designer / Creative Lead | 2010–2019

- Delivered branding, marketing, and digital assets for corporate, nonprofit, and SMB clients
- Managed projects end-to-end from concept through delivery

Prepress Operator / Production Artist — Pure Red | 2009–2011

- Prepared files for print production ensuring accuracy, color, and vendor compliance
- Managed proofing, output, and technical troubleshooting for national campaigns

Selected Outcomes

- Scalable presentation system: built standardized PowerPoint library and templates adopted across 30+ offices, improving consistency and reducing turnaround time
- Global Thought Leadership delivery: designed presentation and report systems adapted for web, email, and social, aligned with legal and regulatory requirements
- Executive communications: developed leadership presentations and town hall materials with clear narrative structure and reproducible templates for internal teams

Education

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

Portfolio

johnwebbdesigns.com
Client confidential PDF available by request.