JOHN WEBB

SENIOR DESIGNER | DESIGN MANAGER | BRAND & VISUAL COMMUNICATION

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PROFESSIONAL SUMMARY

Senior Designer and Design Manager with 18+ years of experience in financial communications, brand development, presentation design, and production. Led global design teams and built reusable systems for high-volume, deadline-driven work. Also develops brand identities for independent clients and evaluates AI-generated design and writing. Combines creative direction with hands-on execution, quality control, and clear communication.

SELECTED IMPACT

- Led and mentored 20+ designers supporting creative work across more than 30 global offices.
- Built presentation systems supporting team output of approximately 800 pitchbooks and 600 reports annually.
- Developed a complete brand identity and multi-channel visual system for Life's Crossings.

CORE SKILLS

Design: Brand identity and systems; presentation and pitchbook design; financial and executive communications; editorial layout; typography; data visualization; print and digital production.

Leadership: Creative direction; team management and mentoring; stakeholder and client collaboration; global workflows; quality assurance; brand governance; templates and asset libraries.

Tools: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, After Effects); PowerPoint; Excel; think-cell; Figma; InCopy; Naviga; AI evaluation and rubric-based review.

PROFESSIONAL EXPERIENCE

AI Training & Evaluation Specialist | micro1 | May 2026–Present

- Evaluate AI-generated presentations and documents for typography, layout, visual hierarchy, consistency, template adherence, and instruction following.
- Review writing for clarity, structure, tone, and generic AI patterns; apply task-specific scoring criteria and document precise findings.

Brand Strategy & Design Consultant | Life's Crossings | Sep 2026–Present

- Developed the organization's brand identity from the ground up, including brandmark, wordmark, typography, color, imagery, and applications.
- Established visual direction across print, digital, social, presentations, and client materials; continue advising on brand implementation.

Editorial & Production Designer | MediaNews Group | Apr 2026–Present

- Design and produce daily newspaper pages for the New York Daily News and affiliated publications using InDesign, InCopy, and Naviga.
- Work with editors and production staff on headlines, photography, corrections, and late-breaking updates while maintaining publication standards.

Founder & Principal Designer | John Webb Designs | Jan 2010–Present

- Lead client projects across brand identity, presentations, marketing collateral, packaging, and digital design, from initial direction through final production.
- Manage client relationships and project delivery; produced financial presentations and investor materials for Corbin Advisors and other clients.

Brand & Creative Director | John Kwes, LLC | Mar 2023–Present

- Direct the independent art and lifestyle brand's visual identity across original artwork, illustration, merchandise, packaging, and digital channels.
- Develop products including apparel, stickers, pins, and skateboards; oversee WordPress design and visual consistency across web and social media.

Design Manager | Macquarie Group | May 2022–Apr 2024

- Led and mentored a global team of 20+ designers supporting marketing and communications across more than 30 offices.
- Managed workflow, priorities, and design quality for presentations, campaigns, and executive communications; collaborated with senior leadership and cross-functional teams.
- Oversaw presentation templates, brand standards, and shared asset libraries to support consistent work across regions.

Senior Graphic Designer | Macquarie Group | Oct 2018–Apr 2022

- Designed investor presentations, pitchbooks, reports, and global marketing communications, including work on the Annual Outlook campaign.
- Built templates, chart guides, and presentation systems supporting team production of approximately 800 pitchbooks and 600 reports annually.
- Worked with marketing and compliance teams to deliver accurate, brand-consistent materials across print and digital channels.

Graphic Designer, Web Designer & Illustrator | PTI Non-Profit Services | Mar 2012–Oct 2018

- Designed print, digital, and event materials for nonprofit and educational clients, including identity systems and campaigns.
- Created adaptable templates and brand assets that clients could maintain after handoff.

Contract Graphic Designer | Delaware Investments (Macquarie Group) | 2012–2017 (intermittent contracts)

- Designed digital and print materials for marketing, product, and corporate initiatives in a financial-services environment.
- Managed projects through production, collaborated with cross-functional teams, and supported junior designers.

Prepress Specialist | Pure Red | Jun 2009–Oct 2011

- Prepared and proofed print files for national retail marketing campaigns, checking color, resolution, vendor specifications, and final output.

EDUCATION

Art Institute of Philadelphia | Associate of Science, Graphic Design | 2005–2008

PORTFOLIO

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