



# SEAN MCMANUS

Graphic Designer

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## ABOUT

I'm a multidisciplinary graphic designer with over 15 years of experience creating thoughtful, effective design across a wide range of industries. I've worked with established brands, small startups, and mission-driven non-profits, adapting my style to suit each project while maintaining a strong sense of purpose.

Versatility is one of my biggest strengths. Whether it's branding, print, digital, or packaging, I bring a detail-driven, concept-first mindset to all I do. I'll happily spend hours fine-tuning type, layout, textures, or color until it feels just right, and that care shows in the final result. I'm self-motivated, easy to collaborate with, and I love turning good ideas into great visuals.

If you're looking for a designer who brings both creativity and precision to the table, let's connect.

## EDUCATION

Rochester Institute of Technology  
Rochester, NY  
Bachelor of Fine Arts, Graphic Design, received May 2010  
Minor: Creative Writing  
GPA: 3.8/4.0, Dean's List, graduated with Highest Honors

## SKILLS

### Computer Skills

- Expertise in Adobe Photoshop, Illustrator, and InDesign
- Proficient in Bridge, Acrobat, WordPress, and Microsoft Office
- Working knowledge of HTML/CSS, Photoshop animation
- Experience with project management tools such as Asana, Basecamp, Dropbox, Monday, Trello, and MURAL
- Experience creating email campaigns in HubSpot, Eloqua, and Campaign Monitor
- Experience with generative AI tools, including Adobe Firefly, ChatGPT, and others

### Professional Skills

- Digital photography and photo editing
- Copywriting, editing, and proofreading
- Hand lettering and sketching
- Branding and identity
- Packaging design
- Product development
- Team leadership

## AWARDS



School of Design Arthur and Molly Stern Scholarship  
Golden Key National Honor Society Nominee  
RIT Presidential Scholarship  
RIT Grant

## WORK EXPERIENCE

### Sr. Graphic Designer - ABC Creative Group

November 2021 – Present

Working with clients from a broad range of industries like healthcare, digital signage/security, financial services, theatre arts, and more, I design everything to meet their needs, including but not limited to logos, print ads, billboards, vehicle wraps, digital banner ads, social media graphics, marketing collateral, trade show graphics, newsletters, email campaigns, travel guides, and brochures.

### Sr. Graphic Designer - Momena, Inc.

May 2021 – August 2021

Created products and packaging for many of the company's brands, including Little Yellow Bicycle, Hello Hobby, and Momena. Designed items for crafting and scrapbooking including stencils, cutting dies, activity kits, iron-ons, and more. Contributed to new product development and client presentations.

### Art Dept. Mgr. / Graphic Designer / Production Artist - Dirt T-Shirts

March 2019 – May 2021

Oversaw two other artists and distributed daily work. Created artwork proofs for customers on garments and prepared art for screen printing. Created custom logos and graphics as needed. Ensured specifications were accurate and processes were followed. Responsible for record-keeping and organization of file system.

### Graphic Designer - Paper House Productions

September 2012 – March 2019

Designed product, packaging, print and web collateral, catalogs, trade show graphics, and more for each of the company's product lines. Coordinated with factories and reviewed samples to ensure quality. Designed within brand guidelines for licensors such as Warner Bros., Hewlett-Packard, Boy Scouts of America, and the US Military. Contributed to new product development, and was also responsible for mood boards, client presentations, color-correcting of product photography, and more.

### Freelance Designer

May 2010 – Present

I've collaborated with diverse clients across advertising, crafts, construction, and the arts, creating everything from print materials like magazine ads, book covers, and packaging to digital products such as embroidery design collections. I specialize in developing visual assets that align with brand identities, from custom logos for new businesses to promotional materials for established brands, consistently delivering quality through close client collaboration.

## REFERENCES

Available upon request.

## INTERESTS

