

INFO

www.peggy-mccartney.com/

peggymccartney68@gmail.com

858.442.8390

SKILLS

Adobe Creative Suite::

Photoshop

Illustrator

CADTools

InDesign

Acrobat Pro

Microsoft Office::

Word

Excel

Power Point

Google Suite::

Pages

Numbers

ACHIEVEMENTS

2017 Design Award

Graphic Design USA

2016 Design Award

Graphic Design USA

2015 Design Award

Graphic Design USA

PEGGY MCCARTNEY

Senior Graphic Designer | Project Manager

BA Interior Design with an emphasis in Graphic Design, CSU Fresno

WORK EXPERIENCE

JVA ART GROUP

October 2020 - Current | San Diego CA

Senior Graphic Designer/Project Manager

Design and Project Management of a broad range of custom artwork, signage, and displays creating unique, engaging customer-centric experiences.

- > Work closely with representative of the firm and their clients from lead intake through fabrication to enhance their vision
- > Pro-actively manage client expectations, team communication, project schedules and budgets, and construction administration
- > Manage, design and develop projects from conceptual and schematic design, design development, production files, fabricator coordination through construction administration
- > Collaborate with customers to develop dynamic images for healthcare, hotels, multi-family housing, and corporate offices
- > Interpret floorplans and elevations, recommending placement of wayfinding signage, graphic displays, donor recognition, and art when applicable to the project
- > Development of design intent drawings, shop drawings, and specifications including elevations to scale, design details, materials, and finishes
- > Review shop drawings, mock-ups, samples, graphic layouts, cost estimates, and VE solutions submitted by vendors
- > Specify a wide range of materials specific to the application of the project keeping in mind building codes including Title 22 and HCAI along with ADA requirements
- > Coordinate fabrication and installation of designed art, including preparation of final art files per vendor specifications
- > Design high quality creative materials aligned with corporate branding
- > Create matrix documentation for large art programs in conjunction with location plans
- > Develop custom storytelling visuals to meet the clients needs
- > Integrate findings with project-specific research and knowledge of graphic and environmental design, formulating solutions that are grounded in best practices yet unique to the clients' needs.
- > Manage multiple concurrent deadlines
- > Cultivate positive partnerships with clients and vendors
- > Strong interpersonal communications skills, including active listening skills and skills to work effectively within teams to effectively provide design advice and consultation to clients on all aspects of visual communications.

PEGGY MCCARTNEY

AESTHETICS INC.

September 2001 - October 2020 | San Diego CA

Art Director, Senior Designer, Department Manager

Design and manage custom environmental displays for interior and exterior installations, working closely with clients, architects, interior designers, junior level graphic designers, vendors, and installers from concept through completion.

- > Create designs for display systems including wayfinding programs, environmental design, donor recognition, history, interpretive information, and corporate branding
- > Synthesize information from design discovery with clients
- > Develop creative and graphic concepts from initial exploration through development and refinement to final design
- > Development of interior and exterior signage design, sign programming, production drawings, and specifications inclusive of scaled elevations, design details, materials, and finishes
- > Specify materials specific to project application, in accordance with ADA requirements and building codes, including Title 22 and HCAI
- > Propose appropriate signage and design solutions for the built environment to clients and stake holders
- > Coordinate fabrication and installation of signage, custom displays, including fabrication files and purchase orders, reviewing vendor proofs and final product for quality conformance
- > Review shop drawings, mock-ups, samples, graphic layouts, cost estimates, and VE solutions submitted by fabricators and project consultants
- > Oversee designers in creation of designs
- > Prepare and manage proposals, budgets, and completion timelines for review by business owner
- > Accountable for keeping staff hours and vendor costs within project budget
- > Develop and maintain important client and vendor relationships to ensure positive partnerships
- > Design in-house marketing materials including SOQs, trade show booths, direct mailers, case studies and client presentations

FREELANCE GRAPHIC DESIGNER

Various, 1998 – Current

- > Develop and coordinate printing of multiple publications including three White Papers for a non-profit organization and a Core Curriculum for Arts in Healthcare
- > Design and content layout of publication, “Transforming the Healthcare Experience Through the Arts”
- > Logos, newspaper layouts, billboards, catalogs, souvenir books, event tickets, brochures, business cards and direct mail postcards for an international motivational speaker

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I have a professional background in both graphic and environmental design with an emphasis in visual communications, including conceptual thinking, planning, documenting, and supporting environmental graphics, wayfinding, and signage projects in the context of the built environment.

Utilizing my vast experience in construction administration, the artistry of visual rendering, and an eye for graphical layouts, enable me to create a common language between clients, contractors, stake holders, vendors, and members of the construction field in order to define the vision and goals of each custom project.

I welcome you to visit my website to see the wide range of projects and my design capabilities.