

DESIGN EXPERIENCE

Corbin Advisors | Farmington, CT (hybrid)

Design Manager: August 2021 - Present

- › Helped build and elevate the company's in-house marketing and creative team including client-facing presentations, brand strategy and corporate marketing
- › Created high-end, content sensitive, ESG and investor day presentations for Fortune 500 companies to present to their Board of Directors and investors
- › Collaborated with colleagues on the Investor Day team, the Community Impact team, IR Advisory team and senior leadership to strategize and deliver impactful, on-brand deliverables including presentations with data visualization, email invites, Corbin internal initiatives and branding campaigns for non-profits
- › Clients: Barnes Group, Builders FirstSource, Cabot Corporation, Campbell Soup, Catholic Charities Archdiocese of Hartford, Choice Hotels, Greif, HP, Hubbell, IGM, Integra Life Sciences, Iron Mountain, Luxfer, LyondellBasell, Orbia, Otis Worldwide Corp., Paccar, The RealReal, Ryder, SNC-Lavalin, Top Build, US Foods, Waste Management, Wiley, Xray, Xylem, Yellow

Rebel Interactive Group | Southington, CT (hybrid)

Visual Design Manager: August 2020 - August 2021

Design Director: October 2018 - July 2020

Senior Designer: July 2018 - October 2018

- › Collaborated with account and creative teams to create high-quality on-brand design across various deliverables (print, social media, web, video and email)
- › Provided time estimates, presented design at client meetings, brainstormed campaign concepts
- › Mentored designers and interns
- › Clients: Connecticare, DoubleTree Bristol, Kaman Industrial Technologies, Lyman Orchards, NorthPoint Pets, Stepping Stones Museum for Children, Torigen Pharmaceuticals, UnitedHealthcare, United Way, Wiley Education Services

The Pita Group | Rocky Hill, CT (on site)

Senior Designer: January 2007 - June 2018

Contract Designer: October 2006 - December 2006

- › Evolved role to encompass strategy, concept, design, and execution of print and digital projects
- › Worked on brand campaigns, websites, emails, digital ads, annual reports, logos, environmental and video storyboard design
- › Brainstormed campaign concepts, wrote headline copy, retouched photos, resized ads, created timeline animations
- › Clients: Aetna, American Eagle Federal Credit Union, CT Regional Tourism, DoubleTree Bristol, Eyefit, Finex Credit Union, Jewish Community Foundation, MassMutual, Merrill Industries, Solidus, Union Savings Bank, United Healthcare, United Way, The Village

EDUCATION

BFA, Graphic Design

University of Connecticut
1994

SOFTWARE

InDesign, Illustrator,
Photoshop, Acrobat,
Microsoft Office, Sketch
Asana, Harvest, Zoom

STRENGTHS

Identity and Branding
Logos
Style Guides
Presentations
Infographics
Print Design
Website Design
Social Ads
Environmental Design
Video Storyboards

PORTFOLIO

darlenemalloy.com

DESIGN EXPERIENCE

The Magee Marketing Group Inc. | Wethersfield, CT (on site)

Senior Designer: November 1997 – August 2006

- › Involved in creative development from concept to project management
- › Collaborated on collateral, websites, logos, direct-mail, tradeshow displays
- › Conducted client meetings, coordinated projects, communicated with vendors, directed photo shoots, provided production support
- › Clients: ADC Telecommunications, The Barden Corporation, Hamar Laser Instruments, The Hartford Insurance Group, Kaman Industrial Technologies, Webster Bank

S&S Worldwide | Colchester, CT (on site)

Art Director: January 1997 – November 1997

Associate Art Director: May 1995 – January 1997

- › Oversaw design, photography, and production of catalogs, covers, package inserts, and direct mail
- › Collaborated with merchandising, marketing, and creative management teams to develop new creative and review catalog positioning
- › Managed photography budget, negotiated with photographers, and supervised press checks
- › Directed production artists, freelance artists, and copywriters
- › Organized photo shoots, scheduled photographers and models, scouted locations, and styled photos
- › Designed and art directed the 1996 Fall/Winter Worldwide Games catalog, increasing sales by 25%

REFERENCES

Furnished upon request