

Cullen McEwan

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Experience **Freelance Designer**, The Perception Harvest
New York, NY – Ongoing

- Created the visual identity of the NY Administrative Assistant Community, a cross-company, NY-based, business resource group with over 80 participating members. The visual identity is currently in use on the corporate intranet, business cards, stationery, newsletters, and large format posters and event banners within headquarters
- Developed the visual branding, logo, and marketing graphics for off-Broadway and touring theatrical performances used on mailers, in email campaigns, on web banners, and posters
- Designed and engineered interactive presentations based on popular TV gameshows. This year-end sales presentation was for a large audience of a well known European insurance company. Responsibilities included scripting, developing media, animations, and audio, as well as providing direction and guidance in rehearsals and for performance
- Directed and edited video showreels for a fashion house using Final Cut Pro

Presentation Designer, Superbia Services
New York, NY – Dec 2021 – Present

- Researched and drafted info graphics, slides, and presentation templates for use in proposals, presentation materials, white papers, materials for public events
- Overseeing the adherence to branding guidelines of the internationally anticipated Superbia Services, an organization dedicated to providing finically based products and inclusive services to the LGBTQ community

Designer, Operations, Co-founder, Haus Von Gott
New York, NY – Dec 2022 – Jan 2024

- Authored the company's brand guidelines, developing logos and design elements to be used on products, in marketing, packaging, and promotional materials. Guidelines included not only logos, but also variations, typography, typographical hierarchy, the color system, design elements, product labels, and brand stationery
- Product designer of multiple different lifestyle products, including a collection of graphically inspired pieces used to decorate apparel and accessories, available for purchase at a major e-commerce website
- Developed a coding system for all product development and current season offerings up for sale. System tracks product category and collection, as well as varied product specific information which seamlessly feeds into the company library and archives for reference and use in future product development

Presentation Designer, Infinitely Big, Inc.
New York, NY – May 2019 – Dec 2019

- On call designer preparing new, reworked, revamped slides for executive level corporate presentations at major pharmaceutical companies
- Winner of the June 2019 \$1,000 monthly design challenge. Selected amongst currently employed designers to participate in the challenge, solving unique design requests using charts, diagrams, tables, infographics, and persuasive arguments

Education **New England Conservatory of Music**, BM in Violin Performance
Boston, MA – Aug 1988 – Jun 1992

Skills Experience with Mac/PC, MS Office, Adobe Photoshop, InDesign & Illustrator, Final Cut Pro & Motion, model making, 3D stereoscopic image processing, music composition and audio production, problem solving, a loyal and devoted friend