

**Design leader with 20+ years of experience delivering strategic branding, visual storytelling, and impactful design solutions for clients across diverse industries**

## DESIGN EXPERIENCE

**Corbin Advisors** | Farmington, CT (hybrid)

Design Manager: August 2021 – Present

- › Led and elevated the in-house marketing and creative team, driving brand strategy, corporate marketing, and high-level client presentations and reports
- › Directed design of ESG and investor day materials for Fortune 500 clients, including board-level presentations with data visualization
- › Partnered with cross-functional teams and senior leadership to deliver strategic, on-brand campaigns and communications for corporate and nonprofit initiatives
- › Clients: A.O. Smith, Barnes Group, Beacon, Cabot Corporation, Campbell Soup, Catholic Charities Archdiocese of Hartford, Choice Hotels, C.H. Robinson Worldwide, Core & Main, Corteva, Ecolab, Greif, HP, Hubbell, Integra Life Sciences, International Paper, Iron Mountain, Luxfer, LyondellBasell, Nucor, Olin, Orbia, Otis Worldwide, The RealReal, Ryder, SNC-Lavalin, The Andersons, US Foods, Ralliant, Shoals Technologies Group, Waste Management, Yellow Corporation, and more

**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 cross-functionally to deliver high-quality, on-brand designs across print, digital, social, video, and email channels
- › Presented work to clients, scoped timelines, brainstormed concepts, and mentored junior 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, and more

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

Senior Designer: January 2007 – June 2018

Contract Designer: October 2006 – December 2006

- › Directed strategy, design, and production for campaigns, web, email, digital ads, annual reports, branded spaces, and video storyboards
- › Developed campaign concepts, wrote copy, retouched images, created timeline animations, and adapted assets for multi-channel use
- › 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, and more

## EDUCATION

**BFA, Graphic Design**

University of Connecticut  
1994

## SOFTWARE

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

## STRENGTHS

Identity and Branding  
Logo Design  
Brand Guidelines  
Presentations  
Annual Reports  
Infographics  
Print Design  
Website Design  
Digital and Social Ads  
Branded Spaces  
Video Storyboards  
PowerPoint

## PORTFOLIO

[darlenemalloy.com](http://darlenemalloy.com)

## DESIGN EXPERIENCE

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

Senior Designer: November 1997 – August 2006

- › Managed creative projects from concept through production, including print collateral, logos, advertising, direct-mail initiatives and trade show materials
- › Led client communications, vendor coordination, photo shoots, and production support to ensure timely, high-quality delivery
- › 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

- › Led design and production of catalogs and direct mail, including a campaign that increased sales by 25%; managed photography, styling, and end-to-end shoot logistics
- › Directed cross-functional creative teams, oversaw budgets and vendor negotiations, and ensured quality through press checks and strategic collaboration

## REFERENCES

Furnished upon request