

AILEEN FARRELL

PORTFOLIO

www.aileenfarrell.design

MORGAN STANLEY

- **Studio Designer & Project Manager** [July 2021 –] | Boston, MA
Participate in the company's branding efforts following the acquisition of Eaton Vance. Create and update marketing and print materials for the firm's Investment Management division. Provide visibility into current projects, resource utilization and performance. Assign projects to team members based on workload. Work closely with marketing managers to understand priorities. Lead admin for the department's project management software.

TA REALTY

- **Graphic Designer** [February 2021 – July 2021] | Boston, MA
Responsible for leading the company's rebrand effort. Generated marketing and print materials for the firm's Investor Relations team. Created, developed and managed brand assets while building upon brand guidelines. Designed and formatted client presentations that satisfied business development initiatives, working directly with the firm's partners and other key stakeholders.

EATON VANCE

- **Graphic Designer** [June 2019 – February 2021] | Boston, MA
Participated in the company's rebrand effort. Created and updated marketing and print materials for the firm and its affiliate companies. Built and developed email communications in addition to other web-based assets and social media graphics. Fulfilled direct requests from marketing managers as well as supported multiple internal departments across the firm.
- **Graphic Design Co-op** [January 2019 – June 2019] | Boston, MA
Supported the brand marketing team, composed of designers and writers, in the initial stages of the company's rebrand effort.

NORTHEASTERN UNIVERSITY POLITICAL REVIEW

- **Creative Director** [January 2020 – December 2020] | Boston, MA
Responsible for coordinating and producing the spring and fall issues of the Northeastern University Political Review print magazine. Ensured and observed brand guidelines. Established print deadlines while serving as project administrator. Recruited qualified student designers and assigned the completion of spreads. Designed and formatted multi-page spreads/articles.
- **Graphic Designer** [January 2019 – January 2020] | Boston, MA
Tasked with designing and formatting multi-page spreads/articles for the spring and fall printed editions.

EDUCATION

Northeastern University

[2017 – 2020]

Boston, MA

BFA Graphic Design

Magna Cum Laude, GPA 3.8

VOLUNTEER WORK

Cure SMA, New-England Chapter

[2014 –]

Designer/Coordinator

Read to a Child

[2014 –]

Mentor

SKILLS

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Dreamweaver

Microsoft Suite

HTML and CSS

CONTACT INFO

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