

Mary Primeau

Design Lead | Boston, MA

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maryprimeau.com
508-450-3729



Skills

- DESIGN SYSTEMS
- WIREFRAMING
- PROTOTYPING
- USER RESEARCH
- COMPETITIVE ANALYSIS
- CONCEPTUAL EXERCISES
- USER INTERFACE
- SKETCH
- INVISION
- ZEPLIN
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- MICROSOFT OFFICE
- JIRA

Award Wins

- 2019 **Alamo Rent-A-Car App**
Appy Award: Travel & Tourism
- 2018 **Saint Anselm College Website**
MarCom: Education
- 2018 **Saint Anselm College Website**
Web Award: Education
- 2017 **Suffolk Construction**
Web Award: Construction
- 2017 **Vertex Pharmaceuticals**
Web Award: Law
- 2017 **Best Best & Kreiger**
Web Award: Law

Education

Bachelor of Arts Degree

Framingham State College

- Major in Studio Art/ Concentration in Graphic Design
- MAC Lab Monitor/Adobe Tutor
- Professional Notetaker
- Graduated Summa Cum Laude

Graphic Design Intern

Casey Design | Worcester, MA

Experience

Jan 2018 – Present **Art Director** Isobar | Boston, MA

From heuristic evaluation, competitor analysis, wireframing, to detail design – since the start, leading the design of Alamo Car Rental app and website experience. Oversee small team of designers, work alongside UX to diligently maintain design system while following accessibility design standards. Work cross-functionally with developers, analysts, and QA in an agile environment to design, track, and optimize entire customer experience in every permutation across 10 different domains.

Feb 2016 – Jan 2018 **Senior Visual Designer** Boston Digital | Boston, MA

Design/Art Direct and QA of various fully responsive websites ranging from construction, pharmaceutical, law, consulting, and higher ed. Lead design presentations, workshops, and contribute to pitches. Provide oversight and mentoring on UX and design to peers & juniors. Involved in recruitment and training efforts.

Dec 2014 – Jan 2016 **Senior Experience Designer** Verndale | Boston, MA

Lead designer on what was Verndale's largest project to date: CarpetOne.com a \$1.3M fully responsive newly architected national blog and inspirational flooring experience. Worked closely with Experience Architects, Creative Directors, Front & Back-End Developers.

Jun 2014 – Dec 2014 **Senior Designer** Argus | Boston, MA

Design responsive landing pages and interfaces for education, healthcare, and government clients while maintaining strict brand guidelines. Participated in user research and web design for an extensive initiative to increase school attendance at one of the largest lower-income housing projects in Boston.

Mar 2012 – Jun 2014 **Senior Marketing Designer** NutraClick | Boston, MA

In addition to leading the design effort of a 20K SKU eCommerce website, also developed successful, imaginative, and strategic online marketing solutions to help meet marketing objectives and obtain conversions in a strictly data-driven environment. Created extensive visual style guidelines for five different brands. Collaborated cross-functionally to Interpret needs, objectives, and direction to ensure design concepts meet brand standards and business goals. Maintained vendor relationships and oversee all packaging design.

Nov 2005 – Mar 2012 **Graphic Designer** Davis Advertising | Worcester, MA

Design original artwork and layouts across wide range of media, including print, direct mail, web and outdoor. Assisted in task and time management for an Art Department of 12 unique artists. Work closely with copywriters to develop and execute thought-provoking creative concepts for ad campaigns. Participated in various photoshoots and press checks.