

Mary LeShane

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Work History

Graphic Designer (Contract)

BJ's Wholesale Club

Oct. 2023 – Jan. 2025

- Assisted in asset management upon completion of projects which included file management and archiving all projects onto specified servers.
- Collaborated with cross-functional teams, including creative professionals, project managers, and merchants, to produce print and digital promotional materials.
- Led the creation of Smart Saver coupon books, Front of Club coupon books, digital books, and coupon mailers, managing the process from Excel spreadsheets to print production. Each Smart Saver coupon book (54-64 pages) includes hundreds of paper coupons, product highlights, and vendor-supplied ads.
- Produced a range of print and digital materials including in-club signage, paid social media ads, and email heroes and banners ensuring consistent branding across all platforms.

Graphic Design Intern

BlueSnap Inc.

Jan. 2023 – Aug. 2023

- Supported the Senior Creative Designer and marketing team in developing print and digital assets, including one-pagers highlighting company products and services, as well as customer spotlights showcasing client success stories.
- Conceptualized and designed social media campaigns and infographics aimed at boosting website traffic.
- Redesigned social media and print templates to align with updated brand guidelines.

Freelance Experience

Marketing Team Lead

UML Art & Design Senior Exhibition

Sept. 2022 – Apr. 2023

- Led a team of 6 to develop and execute a marketing campaign for the 2023 BFA capstone exhibition.
- Collaborated with faculty, various university departments, and local businesses to promote the event across multiple platforms including printed signage, promotional emails, and digital billboards.
- Created a comprehensive project brief template for the design intern, guiding them in identifying, contextualizing, and producing assets to align with marketing objectives.
- Conducted interviews to select a design intern and assisted in the creation of promotional materials.

Graphic Designer

Dunkin' Joy in Childhood Foundation

Jan. 2022 – May 2022

- Worked with the Dunkin' Joy team to produce a motion graphic video for Dunkin' franchisees and employees to promote the 2023 Dunkin' Joy Run.
- Created a motion graphic video with Dunkin' brand assets to encourage and inform franchisees and their employees about the Dunkin' Joy Run.
- Facilitated weekly touch base meetings to show our progress and receive feedback from the Dunkin' Joy team.
- Created a pitch deck to align and display our goals and ideas and to receive feedback from the team.

Education

Bachelor of Fine Arts in Graphic Design

University of Massachusetts Lowell, 2023

Skills

Positive attitude, problem solving, critical thinking, Adobe InDesign, Illustrator, After Effects, XD, HTML/CSS