



# hil albuquerque

## Experience

### **VISUAL COMMUNICATION DESIGNER, MCKINSEY & COMPANY, WALTHAM, MA | 2017-PRESENT**

- Provide design and brand expertise to the team as we implement behavioral change within the Firm.
- Designed training sessions and facilitated regular workshops to coach team members in the use of new technologies such as Vuture so that we could scale up our product and service adoption efforts.
- Planned, trained and facilitated Eat and Learn interactive learning sessions to present the current trends in behavioral design, design thinking and visual design to the entire team.

### **SENIOR DESIGNER, MCKINSEY & COMPANY, WALTHAM, MA | 2013-17**

- Provided data visualization, illustration, and design expertise for a large and diverse portfolio encompassing white papers, reports, practice specific publications, McKinsey working papers on risk, and articles for McKinsey.com. All of this was done by collaborating closely with editors, copy editors, and authors in order to ensure client satisfaction and uphold Firm standards and branding guidelines.
- Provided art direction for select practice publications, including reviewing portfolios, selecting appropriate illustrators, commissioning artwork, finalizing contracts, and coordinating and providing feedback on concepts for all illustrations.
- Provided design training and coached team members so as to expand in-house design capacity.

### **ASSOCIATE DIRECTOR OF CREATIVE SERVICES, VALPARAISO UNIVERSITY, IN | 2011-13**

- Developed and implemented visual marketing strategies for the University, with emphasis on the Law School.
- Designed and managed the production of print and digital marketing material.
- Managed the implementation of established brand standards for the University and the Law School.

### **SENIOR GRAPHIC DESIGNER, CONCORDIA UNIVERSITY, ST. PAUL, MN | 2007-10**

- Conceptualized, designed and executed creative marketing materials for the entire University.
- Designed the University's quarterly magazine, annual reports, view books, brochures, signage, brand identity, direct marketing, power point presentations, apparel design and advertisements.

### **ASSISTANT PROFESSOR, DEPT. OF ART & DESIGN, UNIVERSITY OF MINNESOTA, MN | 2007**

- Conceptualized and taught courses in graphic design and interactive design.

### **TEACHING INSTRUCTOR, DEPT. OF ART & DESIGN, UNIVERSITY OF MINNESOTA, MN | 1998-00, 05-06**

- Created course syllabi, instructed students in the elements and principles of design, provided design software training, conducted class critiques and design discourses, and graded design projects.

### **GRAPHIC DESIGNER, MINNESOTA ZOO, APPLE VALLEY, MN | 2005**

- Designed magazines, brochures, newsletters, posters, advertisements, flyers and directional signage for the Zoo's various programs, departments, and services.

### **GRAPHIC DESIGNER/WEB MASTER, CARLSON AND KIRWAN, INC., DULUTH, MN | 2000-04**

- Created print advertisements and designed websites for various businesses and organizations.

## Skills

Illustrator, Sketch, Photoshop, InDesign, Vuture, PowerPoint, Excel, Miro, Articulate 360, Invision, XD, WordPress, Premiere, Dreamweaver, Cascadia Broadcaster. Comfortable with Mac and PC.

## Education

**MASTER OF FINE ARTS, GRAPHIC DESIGN, UNIVERSITY OF MINNESOTA, DULUTH, MN**

**MASTER OF SCIENCE, GEOLOGY, UNIVERSITY OF MUMBAI, INDIA**