



MARY CAROL SULLIVAN

Art Director
Senior Graphic Designer

Sarasota, FL

215-760-9360

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preview portfolio: marycarolsullivan.com

CORE COMPETENCIES

Creative Direction & Branding

Brand Identity
Concept Development
Art Direction
Visual Storytelling
Campaign Design
Integrated Marketing
Promotions
Multichannel Marketing

Design Expertise

Adobe Create Suite
Adobe Illustrator,
InDesign
Photoshop
Digital & Print Design
Large Format Graphics
Vehicle Wraps
Publications
Packaging
Illustration
Website Oversight
Social Media Assets

Project Leadership

Stakeholder Communication
Team Management
C-Level Collaboration
Mentorship & Coaching
Vendor Coordination
Budgeting & Scheduling

Remote Collaboration Tools

Google Workspace
Microsoft Office
Slack
Zoom
Mailchimp
Constant Contact

SUMMARY

Strategic and versatile Art Director and Senior Graphic Designer with 40 years of experience leading creative initiatives across retail, nonprofit, healthcare, education, manufacturer, and corporate sectors. Expert in developing integrated marketing campaigns, brand systems, and high-impact visual communications across print, digital, and grand format platforms. Highly skilled in Adobe Creative Suite and deeply experienced with remote collaboration, team mentoring, and full project lifecycle ownership.

Known for pairing creative excellence with thoughtful leadership and results-driven execution. Trusted by clients to deliver high-quality design under pressure, guide complex projects across teams, and mentor junior creatives with clarity and care. A self-directed remote collaborator who thrives on meaningful, audience-focused creative work.

EXPERIENCE

Mary Carol Sullivan Creative — Sarasota, FL

Freelance Art Director & Graphic Designer | 1995–Present

Operate a full-service remote studio delivering brand development, integrated marketing, and visually compelling design across print, digital, and grand format platforms.

- Lead strategy, art direction, and production for retail, nonprofit, education, manufacturer, and corporate clients.
- Translate complex messaging into cohesive branded visuals and high-performing campaigns over multiple channels.
- Mentor freelance creatives and oversee project scope, budgeting, and timelines.
- Self-managed and fully equipped for remote work with a strong record of on-time, high-quality deliverables.

HIGHLIGHTS:

- Designed city-block-long window graphics at NYU's Washington Square campus as part of the College of Arts and Science "Beautiful Brain" campaign, engaging students and public to contribute on social media.
- Delivered 40–62% sales lifts through designed and executed multi-channel health and wellness retail programs that were adopted as industry models.
- Repositioned the Miss America Organization through national publication and grassroots collateral redesign.
- Produced thrice-weekly branded web and social media graphics, boosting engagement for 'Make a Living Writing' branded courses and blog, and designed ebook covers.
- Created education kits for General Mills (Bell Institute of Health & Nutrition), widely used throughout US school districts and praised for clarity.
- Concepted and produced in-store campaign for natural/organic products at Wegmans Food Markets, achieving strong customer engagement and measurable sales lifts.

EDUCATION & CERTIFICATION

Carnegie Mellon University

Pittsburgh, PA

BFA, Art

1984–1986

Seton Hill University

Greensburg, PA

Coursework toward BFA

1982–1984

Mind Body Education Pty Ltd.

Queensland, AU

(REMOTE)

Holistic Integrated Creative Arts Therapies Certification

2024

Central Bucks High School East

Doylestown, PA

Diploma

1982

Graphic Imaging, Inc. — Pipersville, PA

Lead Graphic Designer (Remote Freelance) | 2017–Present

Remote design lead for a large-format print and installation firm serving higher ed, museums, and corporate clients.

- Scope projects and collaborated cross-departmentally to ensure accurate file preparation, print readiness, and smooth production workflows.
- Design branded environments, interior signage, publications, and promotional materials from concept through delivery.
- Provide creative leadership, design guidance, and technical expertise throughout the projects lifecycle.

HIGHLIGHTS:

- Developed advanced knowledge of large and grand format graphics and vehicle wraps.
- Sustained client graphic design and production needs during COVID-19 as in-place freelance remote support.

Criterion Communications — King of Prussia, PA

Art Director | 1994–1995

Led creative strategy and production for healthcare and B2B campaigns in a multidisciplinary agency setting.

- Directed print and video solutions tailored to complex marketing goals.
- Managed client relationships and guided internal team transition to agency-style production.

HIGHLIGHTS:

- Trained and mentored teams toward a client-focused, results-driven creative model.
- Delivered integrated campaigns across healthcare, real estate, technology, and consumer goods.

York Luggage Company — Lambertville, NJ

Creative Director | 1988–1994

Directed marketing and creative output for the U.S.'s third-largest luggage manufacturer.

- Oversaw branding, packaging, catalogs, and promotions for licensed luxury lines.
- Managed national promotional events, retail partner collaborations, and production logistics.
- Directed photoshoots, styling, and content creation across marketing assets.

HIGHLIGHTS:

- Led corporate rebrand introducing YORK as a stand-alone brand alongside licensed products.
- Tailored licensed product brand guidelines to effectively inform and shape packaging and promotional marketing materials.
- Executed national promotional campaigns to increase awareness and consumer engagement.
- Developed multi-tiered incentive programs involving complementary brand partnerships, extending product recognition beyond the retail environment.

Additional Experience

Full-Time Caregiver — Sarasota, FL | 2017–2020

Provided end-of-life care for both parents while maintaining select freelance work. Gained deeper empathy, adaptability, creative management and problem-solving, and communication skills under complex circumstances.