

Carmen McLeod

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- EXPERIENCE**
- Associate Design Director, The New School, New York, NY.** June 2019–January 2021
Develop holistic concepts, in collaboration with writers and strategy, that help university partners define and meet their communications objectives for hundreds of projects annually, including view books, catalogs, search pieces and brochures, signage, merchandise, advertising, and invitations, as well as websites and other digital marketing initiatives. Ensures that the design fulfills strategic objectives and reinforces the brand mission and vision.
- Senior Marketing Designer, The New School, New York, NY.** December 2017–present
Senior design role overseeing all aspects of key projects including Open Campus (The New School's continuing education division), Program Marketing, re:D (Parsons' alumni magazine), and Nth Degree (public program series). This includes giving strategic direction, attending all meetings and presentations, and being involved in all aspects of creative. Also provides key leadership in 2018 view book redesign as well as guidance on all branding decisions and design evolutions.
- Lead Communication Designer, The New School, New York, NY.** October 2015–December 2017
Lead design role responsible for developing comprehensive new identity for Open Campus (The New School's continuing education division), design and art direction of all related material for Open Campus, design of re:D 2017 (Parsons' alumni magazine), and lead designer for all print and environmental projects.
- Freelance Designer, The New School, New York, NY.** May–October 2015
Responsible for the re-design of the Parsons School of Design AAS program view book to bring into the new university identity system.
- Freelance Art Director, Katarzyna Gruda, New York, NY.** May–August 2015
Led a team of two designers, working with the client to research, write, and design a reappointment package, exhaustively cataloging her accomplishments as a professor and professional.
- Editorial Intern, Alldayeveryday, New York, NY.** March–June 2015
Worked with Managing Editor of Alldayeveryday Digest, generating new content and editing existing content for online publication.
- Freelance Designer, various clients, New York, NY.** June 2014–May 2015
Produced initial design and assisted in first edit of a monograph of Julia Gorton's photographs documenting the NY No Wave scene in the 1970's. Designed and edited a book and companion series of posters exploring form and formlessness. Working with the author/artist, I developed a conceptual and visual framework for the project by reviewing and distilling ten years of research. I also created illustrations and wrote copy based on in-person interviews and research notes.
- Design Intern, Jeanne Verdoux Studio, New York, NY.** January–May 2014
Assisted development of graphic identity for the non-profit All Across Africa and re-design of the foundation's website.
- Visiting Instructor Pratt Institute, Brooklyn, NY.** January–May 2013
Co-taught Junior Painting Intensive with Mickalene Thomas.
- Managing Director, Mickalene Thomas Studios, Brooklyn, NY.** June 2008–April 2012
Managed all aspects of studio production, correspondence, and schedule. Managed studio office and instituted payroll, accounting system, and digital archive. Hired office managers, studio assistants and interns. Directed design, build, and maintenance of website.
- SELECTED EXHIBITIONS**
- Rhona Hoffman Gallery, Chicago, IL.** Solo Exhibition, August 2012
- CRG Gallery, New York, NY.** Summer Sculpture, June 2012
- CRG Gallery, New York, NY.** Open Structures, Solo Exhibition, September 2011
- EDUCATION**
- Parsons School of Design at The New School, AAS Graphic Design, 2015
Virginia Commonwealth University, MFA, 2008
California College of Art and University of San Francisco, joint degree, BFA, 2002