



Graphic Design • Website Development • Creative Direction

Proudly solving problems with results-focused design solutions for over twelve years

NOTABLE PROJECTS & RECOGNITION

- Designed UnshrinkIt bottle packaging design, featured on NBC's Shark Tank
- Created an IDX-integrated website for one of Massachusetts's largest real estate brokerages
- Created websites for several restaurants owned by James-Beard winning Chef Jody Adams
- Designed and built a national restaurant chain's website utilizing custom 3rd-party integrations
- Planned, design, and built an e-commerce store for nationally-known vacuum brand
- Designed restaurant menus and created websites for many of Boston's award-winning restaurants
- Planned, designed, and built over 200 custom WordPress websites for business of all kinds
- Created graphics that have been featured on billboards, storefronts, merchandise, and television

PROFESSIONAL EXPERIENCE

Website Design Director

Boston Web Marketing BOSTON, MA • AUGUST 2017

Responsible for managing a full-service website development team at a turnkey internet marketing agency that builds SEO-focused, user friendly websites and e-commerce stores. On a daily basis, this role is required to interact directly with clients, 3rd-party vendors, and internal team members to plan and execute complex projects to client specification. Tasked with planning, designing, and facilitating execution of website builds for clients across a variety of industries. Required to create or facilitate acquisition of supplemental graphics for web, social media, and print applications as needed.

Creative Director

The Landry Group NEWTON, MA • SEPTEMBER 2016 TO AUGUST 2017

In-house designer & creative consultant for a turnkey provider of promotional products, design and logistic services. Developed unique designs for customer branding and marketing materials. Tasked with full oversight & management of clients' visual assets.

Senior Graphic Designer

Packaging Design Firm FRAMINGHAM, MA • SEPTEMBER 2014 TO AUGUST 2016

Graphic designer for a firm specializing in custom packaging and promotional production. Developed unique designs for product packaging and custom marketing materials for a wide variety of clients.

Graphic Designer

TaxSense BRAINTREE, MA • JANUARY 2013 TO AUGUST 2014

Graphic designer and webmaster for Boston-area accounting firm. Worked regularly to keep company website updated. Designed marketing collateral for digital, print, and internal applications.

Web Designer, Gallery Attendant

Zullo Gallery MEDFIELD, MA • JUNE 2010 TO SEPTEMBER 2014

Connor Bowen

connor@cpb.design

508.333.4574 • BOSTON, MA

STRATEGY

Art + Creative Direction

Branding Development

Rebranding + Brand Refresh

Visual Brand Style Guidelines

Concept Development

Project Management

Digital Marketing Strategy

Social Media Marketing

Product Development

CREATIVE

Website Design + Development

Retail + B2B E-Commerce Setup

Logo Development + Design

Digital + Print Advertising

Product Packaging Design

Social Media Ads + Graphics

Restaurant + Bar Menus

Clothing + Merchandise

Photo Manipulation

TOOLS

Adobe Creative Suite

Sketch + Figma

HTML, CSS, Javascript, PHP

WordPress + WooCommerce

Shopify, SquareSpace, Webflow