

Catherine LeBlanc

781-762-3383

cathy.leblancm@gmail.com

www.linkedin.com/in/catherineleblanc-profile

portfolio: catherineleblancdesign.com

Experience

Graphic Designer

Zoo New England, Boston MA
Marketing and Communications
2021 - present

Critical role in supporting the Zoo's mission to educate and inspire people to protect the natural world for future generations through compelling

- designer for both Franklin Park Zoo and Stone Zoo
- ensures brand consistency
- project management and design; digital display ads, flyers, special events signage, rack cards, annual report, banners
- design location maps, wayfinding and habitat signage
- invitation design and signage *Zootopia* gala
- digital asset build out for seasonal revenue campaigns for membership, *Boston Lights and ZooLights*
- manage and design donor acknowledgment in animal habitats
- provide creative direction for IMLS grant interpretive graphics
- management and design of exhibit graphics in collaboration with interpretive manager and facilities department, manage installations
- creative lead for redesign of *Butterfly Hollow*
- oversee \$25,000 signage budget and invoicing
- manage vendors to ensure consistency, quality, and budget target
- manage outside services, e.g., freelance designers
- thoughtful design production practices, with an eye toward sustainable practices
- maintain strong collaborations within the Zoo community

Senior Graphic Designer

New England Aquarium, Boston MA
Marketing and Communications
2002 - 2020

Led the cultural institution's creative vision, for digital and printed materials including:

- creative lead for re-design of accol.org website
- design, project management and production of in-house collateral
- marketing and development materials; e.g., marks and logos, annual reports, board books, and donor packets
- exhibit graphics and educational outreach materials reaching more than 1 million visitors a year.
- *blue*, a quarterly members print magazine
- biannual newsletters highlighting global science and research efforts
- quarterly slide presentations for the President's office and Board

Skills

Adobe Creative Suite
WordPress
Microsoft Office
WIX

Awards

National Outdoor Book Award and
Graphic Design USA:
*Ice Island, Exploration to Antarctica's
Largest Iceberg*
New England Museum Association
American Associations of Museums

Education

Boston University, College of Fine Arts
Boston, MA
BFA, Graphic Design