

Caroline Linder McNeill

INFORMATION DESIGNER

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Summary

Information designer with over 20 years multidisciplinary experience transforming complex information into results-driven visualizations for tech and advertising industries. Expertise in creating executive-level presentations and scalable design solutions for sales/marketing teams through visual storytelling, as well as custom digital engagement for global brands using narrative and UX skills. Seasoned at managing multiple projects and collaborating with cross-functional stakeholders. Continuously helping clients connect with audiences by translating key information, brand messages, and data into compelling visuals.

Skills

Information Design, Visual Storytelling, Data Visualization, Graphic Design, Infographics, Iconography, Diagrams, Charts, Layout, Typography, Hierarchy, Presentations, Templates, Identity, Branding, Service Design, Motion, Print, UX/UI, Wireframes, Process Flows, Site Maps, Design Systems, Style Guides; Strong Written, Verbal, Problem-Solving, and Analytical Skills

Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Apple Keynote, Microsoft PowerPoint, Google Workspace, Figma, Sketch, Tableau, Canva

Professional Experience

Information Designer Freelance Mar 2016 - Present

Visual Design Contractor Twilio Mar 2023 - Present

- Transforming complex concepts into engaging deliverables: executive presentations, templates, infographics, illustrations, newsletters, social media, animations, component libraries, documentation; with a focus on brand guidelines, identity systems, and scalability
- Partnering with executive stakeholders to up-level storytelling and clarity for employees and customers

Service Designer NYC Department of Health and Mental Hygiene Aug - Sep 2022

- For New York City's first public health vending machines, designed [surface artwork](#) communicating harm reduction contents to the target population in a culturally and linguistically competent manner
- Interviewed community groups to understand challenges and needs of target populations and surrounding communities

Information Designer Drug Policy Alliance May - Jul 2022

- Transformed qualitative causal loop diagrams into comprehensible infographics depicting cycles of harmful help within public agencies
- Created [multi-step graphic cycles](#) displayed as static and animated images on the DPA website and social media accounts to both educate the public and effect policy change in public health and governmental agencies

Information Designer 14 North Strategies Jan - Feb 2022

- Designed winning strategic pitches to governments and private companies for this African-based civilian intelligence agency
- Transformed text-heavy reports into easy to comprehend editorial-style layouts of visual timelines, infographics, and icons

Graphic Designer/Art Director Google Jan 2012 - Mar 2016

On The ZOO, Google's creative think tank:

- Collaborated with creative leads, strategists, technologists, and account planners to concept [bespoke digital engagement](#) for global brands
- Performed UX design and wire framing for [brand digital experiences](#)
- Led art-direction of vendors and agencies to create web and mobile sites
- Designed presentations for C-level clients as well as executive thought leadership keynotes
- Created strategic visual narrative framework [presentation template system](#), [slide library](#), and [style guide](#); led presentation template system training for 100+ global team members

Graphic Designer Google May 2008 - Dec 2011

On Creative Studio in Google's Creative Lab:

- Designed executive keynotes, B2B presentations, email, micro-sites, landing pages, infographics, logos, and print/digital collateral for sales verticals and company events
- Created and maintained visual assets archive

Graphic Designer Google Dec 2004 - Apr 2008

As the first east coast sales designer on Google's Field Marketing/Sales Strategy Team:

- Designed executive presentations, case studies, white papers, [infographics](#), logos, and print/digital collateral for the national sales team
- Conceived visual identity and provided end-to-end support for sales conferences and industry summits
- Created presentation and chart template system for the global sales team, including instructions and training

Education

University of Colorado
B.A., English

General Assembly
UX Design