# Robert McConnell

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rmcconnell.com

I am a New York-based communication designer focused on visual systems, information mapping, and typographic-centric design.

## Current work

**Pratt Institute Creative Services**
Brooklyn, NY
- **Senior graphic designer** 2022–
- **Graphic designer** 2020–2022

Creative Services is Pratt Institute's in-house design studio, located within Pratt's Communications and Marketing division. It is tasked with developing, amplifying, and strengthening the Pratt brand across an extensive range of media, including digital, print, environmental, video and motion, and more.

As a senior graphic designer I serve as a key design lead on a wide variety of projects, including:

### Visual identity refresh
- I led the rollout of a new set of comprehensive identity guidelines for the institute.
- I developed a series of department identifiers and logo signatures, instituted a set of new typefaces and a refreshed color palette, and created a modular and flexible grid system for all types of media.
- I continue to collaborate with campus colleagues by assisting them with the guidelines and visual assets, as well as helping them develop their own flexible sub-identities that co-exist within the larger Pratt brand.

### Institute-wide projects
- I created extensive environmental graphics and wayfinding systems for the Pratt School of Architecture Reading Room, the Research Yard and the MFA Studios at Dock 72.
- I worked with the Admissions and Student Affairs divisions on the design of several key student- and family-oriented events such as Admitted Students Day, Orientation, and Family Day.
- I collaborated with Pratt's web team on digital projects such as the redesign of Pratt News as well as the ongoing design refresh of the Pratt website.
- During the COVID-19 pandemic, I created a comprehensive design system for all public notices and other communications related to the return to campus.

### Selected individual projects
- I am responsible for the design of the Pratt School of Architecture's biannual event posters and related communications. The Spring 2024 poster was awarded a Silver Award by Graphis and also voted second place in a competition held by Archinect.
- I created a coordinated design system for Pratt's Exhibitions department, unifying the look of posters, catalogs and announcements across campus galleries and exhibition spaces.
- I refreshed the visual identity of Pratt's athletic teams, the Cannoneers, by instituting a system of new individual team logos and related marks.

## Previous work

**Artnet**
New York, NY
- **Graphic designer** 2014–2017

**Prophet**
New York, NY
- **Design intern** 2013

**Stark Design**
New York, NY
- **Design intern** 2013

**CatAList–Occidental College Television**
Los Angeles, CA
- **Graphic and web designer** 2010–2011

## Education

**Rhode Island School of Design**
Providence, RI
- **MFA in Graphic Design** 2019

**Parsons School of Design**
New York, NY
- **AAS in Graphic Design** with honors 2014

**Occidental College**
Los Angeles, CA
- **AB in East Asian Studies** 2011

## Proficiencies

**Software and digital tools**
Adobe Creative Cloud, Affinity Suite, Figma, FontForge, Glyphs, Inkscape, HTML, CSS, JavaScript, PHP

**Printing and production**
Offset lithography, letterpress, screenprinting, risograph printing

**Languages**
Intermediate Chinese and French

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## Teaching

**Parsons School of Design**
New York, NY
- **Core 2: Interaction Studio** Spring 2024
- **Communication Design Studio: Dynamic Content** Spring 2023
- **Core 1: Interaction** Fall 2021
- **Core Lab: Typography** Fall 2019

**Rhode Island School of Design**
Providence, RI
- **Mapping Information** Spring 2019 (assistant to Douglass Scott)
- **Web Design** Winter 2019
- **History of Graphic Design** Fall 2018 (assistant to Douglass Scott)
- **Graphic Design Pre-College** Summer 2018 (assistant to Suzi Cozzens)
- **Design Studio II** Spring 2018 (assistant to Hammett Nurosi)
- **Adobe Illustrator** Fall 2017 (assistant to Anne-Marie Byrd)

## Speaking and presenting

**Standards, Rules, Setting: Thesis Review**
Rhode Island School of Design, 5/19/2019

**This is a Presidential Alert: Thesis Position**
Rhode Island School of Design, 10/20/2018

**Graphic Design AAS Orientation Remarks**
Parsons School of Design, 9/18/2014

**Graphic Design AAS Student Speaker**
Parsons School of Design, 12/16/2013

## Freelance work

**Padula Institute of Vision Rehabilitation**
Guilford, CT
2021

**League of Women Voters
of the City of New York**
New York, NY
2018–2021

**Vineyard Square Hotel & Suites**
Edgartown, MA
2017–2021

**Cushman & Wakefield
Global Hospitality**
New York, NY
2014

**Office for Visual Affairs**
Brooklyn, NY
2014

**Frame Concepts**
New York, NY
2014

## Published in

**"Stops and transfers: 10 transport maps"**
by Daria Styopkina
Skillbox, 10/12/2021

**Making and Breaking the Grid,
2nd Edition**
by Timothy Samara
Rockport Publishers, 2017

**Design Elements: A Graphic Style
Manual, 2nd Edition**
by Timothy Samara
Rockport Publishers, 2014

**"Your Commute, Your Life, Your Personal
Subway Map"**
by Cornelius Schmid and Jodi Rudoren
The New York Times, 10/22/2010