



Marian McCorkle

Graphic Designer

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116 Leggett Road, Stone Ridge, NY 12484

Conceptual-based, digital and print graphic designer, proficient in Adobe Creative Suite, specializing in InDesign, Photoshop and Illustrator, with working knowledge of Figma, WordPress and Workfront. Ongoing dedication to utilizing tools and techniques that are at the forefront of modern design. Committed to helping clients reach their targeted audience through effective design that communicates their objectives, both on time and within budget. Well-accomplished in logo and corporate identity design, social media marketing, advertising design, brochures, direct mail, and web design for corporate, entertainment and non-profit clients. Strong understanding of digital, print, OOH, social and event graphics. Many years of experience working independently and as part of a team with the ability to manage multiple projects and people simultaneously, with a solution-based approach.

Contract Graphic Designer - SiriusXM Radio

2020 - 2024

- Translated creative concepts into design solutions and deliverables for web and print marketing campaigns including emails, web and social media banners, OOH, and direct mail, all while adhering to brand guidelines.
- Created design solutions for radio channels including channel logos, studios graphics, and app deliverables.
- Worked collaboratively within a cross-functional team environment with art directors, writers, strategists, animators, designers and production artists.
- Responsible for maintaining brand consistency across multiple mediums involving the integrity of SiriusXM, various musical artists; sports teams/leagues; comedians; and news, talk show and podcast hosts.
- Exercised excellent organizational skills by managing large volumes of assignments.
- Strong attention to detail and process with clear communication skills.

Freelance Graphic Designer

1999 - 2021

- Hold intake and progress meetings with clients to understand scope, develop timeline, discuss options and strategize.
- Develop creative, conceptual-based web and print materials, within the identified scope of the project, with proven results.
- Communicate with printers and web hosts, driving projects through to completion.
- Clients include Marriott International, Lucille Lortel Foundation, NYS Hudson River Valley Greenway, Hudson Valley Farm Hub, Sing for Hope, C2 Entertainment, The Amazing Max, Friends of Historic Kingston.

Graphic Designer - BlueStone Press Stone Ridge, NY

2015 - 2020

- Responsible for all ad designs for local bi-monthly newspaper.
- Worked independently with advertisers developing ads that effectively communicated their message.
- Consistently met tight press deadlines for each issue and special editions.

Art Director - Eliran Murphy Group New York, NY

1994 - 1999

- Designed marketing materials for performing arts and museum related clients.
- Developed show art for theatrical productions and expanded the branding through brochures, direct mail, and signage for the front of theaters, buses, subway platforms, and Times Square.
- Created season brochures showcasing musical and theatrical performances to subscribers and single ticket buyers.
- Accountable for print-ready files and press checks, effectively completing projects.
- Achieved Art Director status from a Junior Design in 4 years.
- Clients included New York Philharmonic, Roundabout Theatre, Big Apple Circus, The Jewish Museum, New York City Opera, Theater for a New Audience.

BFA in Graphic Design, State University of New York (SUNY) at New Paltz, New Paltz, NY

BA in Business Management, Moravian University, Bethlehem, PA

Intermediate WordPress, SUNY Ulster, Stone Ridge, NY

Web Development Certification, SUNY Ulster, Stone Ridge, NY

- Current President, former Treasurer, and Trustee, Ulster County Historical Society, 2010 - present
- Vice-Chair, Historic Preservation Commission, Town of Marbletown, 2008 - Sept 2020
- Board Member, Rondout Valley Scholarship Fund, 2017 - present