

Robert McConnell

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rmcconnell.com

Current work

Senior graphic designer, Pratt Institute Creative Services

8/2022–present

Brooklyn, NY

Graphic designer, Pratt Institute Creative Services

2/2020–8/2022

Brooklyn, NY

Located within the Communications and Marketing division, Creative Services is Pratt Institute's in-house design studio. 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. I have served as a key design lead on a wide variety of projects, including:

Visual identity refresh

- I spearheaded the establishment of a new set of comprehensive identity guidelines for the institute.
- This included developing a series of department identifiers and logo lockups, instituting a set of new typefaces and a refreshed color palette, and creating a modular and flexible grid system for all types of media.
- The system is based on the concept of unity through diversity, allowing for creative and stylistic flexibility across Pratt's myriad academic and administrative departments while making sure that the key elements of the identity—especially the institute's iconic logo—remain unified and effective.

Admissions and enrollment

- I led the redesign of Pratt's admissions viewbook and related recruitment material by making them more visual, more interactive and engaging, more of a set of tactile designed objects, and more representative of the diversity of the Pratt community.

Covid communications

- I designed an extensive visual system communicating Pratt's response to the Covid-19 pandemic, including signage, motion graphics, social media, and more.
- The system is anchored by a set of geometric and highly graphic pictograms to convey key messaging while remaining as accessible and "human" as possible.

Email communications

- I am leading the ongoing redesign of Pratt's institute-wide email communication as part of the visual identity refresh. Updated communications feature new typefaces, colors, and icons, and are designed to be mobile-friendly and more accessible.

Research Yard

- I designed an extensive system of environmental for the Research Yard, Pratt's upcoming new collaborative workspace in the Brooklyn Navy Yard. The design harmonizes with the industrial nature of the setting as well as the computational and analytical nature of the work carried out within.

Past work

Graphic designer, Artnet

9/2014–6/2017

New York, NY

Design intern, Prophet

5/2013–8/2013

New York, NY

Design intern, Stark Design

2/2013–5/2013

New York, NY

Graphic and web designer, Catalyst—Occidental College Television

4/2010–5/2011

Los Angeles, CA

Education

MFA in Graphic Design, 2019 Rhode Island School of Design

Providence, RI

AAS in Graphic Design with honors, 2014 Parsons School of Design

New York, NY

BA in East Asian Studies, 2011 Occidental College

Los Angeles, CA

Proficiencies

Software and digital tools

Adobe Creative Cloud, Affinity Suite, Figma, FontForge, Glyphs, Inkscape, HTML, CSS, JavaScript, PHP

Printmaking

Offset lithography, letterpress, screenprinting, risograph printing

Languages

Intermediate Mandarin Chinese and French

Robert McConnell

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Teaching

Communication Design Studio: Dynamic Content, Spring 2023
Parsons School of Design, Department of Communication Design

Core 1: Interaction, Fall 2021
Parsons School of Design, Department of Communication Design

Core Lab: Typography, Fall 2019
Parsons School of Design, Department of Communication Design

Mapping Information, Spring 2019 (assistant to Douglass Scott)
Rhode Island School of Design, Department of Graphic Design

Web Design, Winter 2019
Rhode Island School of Design, Department of Graphic Design

History of Graphic Design, Fall 2018 (assistant to Douglass Scott)
Rhode Island School of Design, Department of Graphic Design

Graphic Design Pre-College, Summer 2018 (assistant to Suzi Cozzens)
Rhode Island School of Design, Department of Continuing Education

Design Studio II, Spring 2018 (assistant to Hammett Nurosi)
Rhode Island School of Design, Department of Graphic Design

Adobe Illustrator, Fall 2017 (assistant to Anne-Marie Byrd)
Rhode Island School of Design, Department of Continuing Education

Speaking and presenting

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

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

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

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

Freelance work

Padula Institute of Vision Rehabilitation
6/2021-9/2021
Guilford, CT

**League of Women Voters
of the City of New York**
6/2018-5/2021
New York, NY

Vineyard Square Hotel & Suites
3/2017-present
Edgartown, MA

Cushman & Wakefield Global Hospitality
3/2014-8/2014
New York, NY

Office for Visual Affairs
1/2014-9/2014
Brooklyn, NY

Frame Concepts
1/2014-9/2014
New York, NY

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
