

DECLAN McGUIRE

Graphic Design & Creative Solutions • 630-408-0957 • declan@abncreative.com • decmcguire.com

PROFESSIONAL EXPERIENCE

WIT CONTESTS

Chicago, IL

Graphic Designer, Sports & Fan Engagement

MAR 2025-Present

Develop creative for fan engagement campaigns used by professional and collegiate sports organizations and their sponsors. Quickly interpret and execute within the brand standards of 100+ partners while maintaining speed and accuracy across high-volume production cycles. Implemented a Jira-based project management system, improving creative request tracking, workflow visibility, and production efficiency.

TRUE LACROSSE

Lombard, IL

Creative Director

AUG 2023-MAR 2025

Lead creative strategy and execution across all True Lacrosse brands, overseeing brand standards and marketing initiatives spanning 25 states. Directed a showcase marketing campaign generating over \$600,000 in revenue and redefining the organization's event promotion strategy. Implemented a Zendesk-based creative request system that streamlined workflows, improved communication, and increased production efficiency across the organization.

Graphic & Web Design Specialist

MAR 2022-Aug 2023

Orchestrated the complete rebuild of the True Lacrosse network of websites, leading to 3500+ inbound sales leads in the first year after the website launch. Executed all graphic design initiatives within the organization. Designed logos and managed the branding for True Lacrosse and affiliate programs/events.

DRAPER & KRAMER MORTGAGE CORP.

Chicago, IL

Graphic Designer

SEP 2021-MAR 2022

Conceptualized and composed HTML email campaigns. Redesigned social media graphics and logos for seasonal marketing initiatives. Updated and repaired websites managed under the DKMC umbrella.

BAIRD & WARNER

Chicago, IL

Marketing Services Coordinator

MAR 2020-Sep 2021

Produced custom marketing materials for 2,400+ agents while maintaining strict brand standards. Designed original direct mail campaigns, managed the Marketing Services website, and handled up to 50 production requests daily.

LEARFIELD IMG

Winston-Salem, NC

Account Executive - Premier Lacrosse League

MAR 2019-Oct 2019

Ranked #1 in total revenue generated and group ticket purchases. Created and maintained the CRM for an upstart professional sports league. Provided a superior level of customer service to all ticket holders across 13 venues.

EDUCATION

ILLINOIS STATE UNIVERSITY

Normal, IL

Master of Science | Sports Management

2017-2019

LAFAYETTE COLLEGE

Easton, PA

Bachelor of the Arts | Economics & Honors in Psychology

2013-2017

SKILLS

Graphic Design: Adobe Creative Cloud (Illustrator, Indesign, Photoshop, After Effects, Premier Pro, & Dreamweaver)

Web: HTML/CSS, WordPress, Figma, Elementor, WP Bakery, JavaScript, & Google Workspace/Office 365 Admin.