



PATRICK W. O'SHEA

**Creative Designer & Art Director |
Email & Digital Marketing Specialist**

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ABOUT

Experienced multidisciplinary creative with 20+ years leading design, development, and marketing execution across email, web, digital advertising, motion graphics, video, print, and experiential channels. Proven expertise modernizing email ecosystems, supporting nonprofit fundraising and enterprise brands, and integrating AI-assisted creative workflows. Strong collaborator bridging strategy, creative, and technology.

Core Strengths: Art Direction, Email & CRM Marketing, Digital & Motion Design, Front-End Development, AI-Assisted Creative, Integrated Campaigns, Print & Production, Direct Response, Retail / In-store Marketing

PROFESSIONAL EXPERIENCE

HH Global (formerly InnerWorkings – acquired 2020)

Senior Designer/Developer | November 2017 – December 2025

- Produced digital, social, in-stadium, out-of-home advertising and internal sizzle reels and motion graphics.
- Designed in-store POS/POCM for Beer, Wine, and Spirits clients, managing print-ready production files and vendor handoff.
- Created and maintained direct mail campaigns for financial services clients, including ongoing production and optimization.
- Led end-to-end email design and development for national nonprofit fundraising and enterprise direct-response campaigns, including National Epilepsy Foundation of America, GreenDrop, and Gannett.
- Designed, coded, tested, and deployed HTML email and landing pages across multiple ESPs; modernized and rebuilt a full email template ecosystem during migration to Salesforce Marketing Cloud.
- Supported major brands including Suntory Global Spirits, Bacardi, Molson Coors, Anheuser-Busch, Pabst, National Epilepsy Foundation of America, GreenDrop, Adidas, Columbia Sportswear, Enova, OnDeck, CashNetUSA, World Finance, Ezee Fiber, Purina, Google, Royal Mail, ParcelForce Worldwide, Unison among others.

Geometry Global

Art Director (Contract) | January 2017 – October 2017

- Provided art direction for Coca-Cola sports initiatives across soccer, baseball, football, and basketball.
- Developed master visual systems, decks, and renders for in-store and in-stadium POS execution.
- Supported additional accounts including Mondelez, Kimberly-Clark, and Yellow Tail.

SKILLS & TOOLS

Design & Motion:

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate, XD, Google Web Designer, Figma

Web & Development:

HTML5, CSS3, Bootstrap, JavaScript, jQuery, PHP, WordPress, GSAP, AMPscript

Email & Marketing Platforms:

Salesforce Marketing Cloud, Pardot, Mailchimp, Active Campaign, Litmus, Email On Acid, Engaging Networks, DonorDrive

AI & Generative Tools:

Adobe Firefly, Runway ML, Sora, Microsoft Copilot / Designer

Productivity:

Microsoft Word, Excel, PowerPoint

EDUCATION / TRAINING

Saint John's University

Bachelor of Arts

DePaul University Institute for Professional Development

Certificate – Best Practices in Web Design

Freelance & Consulting

Art Direction, Design & Development | August 2016 – Present

- **WBEZ Chicago (NPR):** Email design and production, digital and print advertising, logo work and podcast tiles; fully revamped and developed station email templates in Salesforce Marketing Cloud.
- **Encyclopædia Britannica:** Creative support for acquisition and education initiatives across email, digital, and social channels (Britannica, Merriam-Webster).
- **Silver Star Brands:** Designed and tested online advertising for brands including Native Remedies, Pet Alive, and Miles Kimball.
- **Richner Communications:** Developed a sizzle reel showcasing advertising and sponsorship opportunities for a major local news publisher in Long Island.

Tribune Publishing

Art Director – Creative Marketing | July 2014 – July 2016

- Managed a team of four designers, brainstorming, communicating and translating concepts and goals into campaign requirements for creative, copy, technology and production. Scheduled and monitored team workload to ensure deadlines are met.
- Designed and developed a wide range of creative including emails, websites and landing pages; digital banners, rich media and social ads; direct mail; sweepstakes/contest promotion; event promotion collateral; in-store POP/POS; and out-of-home print and digital display signage.
- Brands included Chicago Tribune, RedEye, Hoy, Metromix, WGN Radio, Chicago Magazine, ForSaleByOwner, the Los Angeles Times, the Baltimore Sun among other Tribune publications.

Chicago Tribune Media Group

Web Producer/Designer – Creative Marketing | October 2010 – July 2014

- Provided design support for print/digital deliverables for integrated campaigns promoting subscription acquisition and retention, ensuring campaign consistency to brand standards.
- Deliverables included newspaper/magazine ads, direct mail, out-of-home signage retail POS, websites, landing pages, email campaigns, newsletters, rich media, social, digital advertising, promotions, and contests.
- Required familiarity with various Content Management Systems for back-end administration associated with production, development and deployment, as well as HTML, CSS and JavaScript.
- Part of a team that launched ChicagoTribuneMediaGroup.com in 3 months, resulting in over \$200,000 in incremental revenue in the first year of its launch.

Marketing Coordinator/Designer – Consumer Marketing | August 2006 – October 2010

- Produced direct-response creative for acquisition, loyalty and retention programs across print, email, and direct mail, maintaining a library of creative that was constantly updated, tested and optimized to results. Designed accompanying email creative for integrated campaigns.
- Led creative rebrand of the Subscriber Advantage program into *ChicagoPoints*, a points-based loyalty platform, providing support for any associated promotions and contests.
- Supported single copy sales of the newspaper market-wide and in-store marketing assets for incremental sales, particularly relating to editorial initiatives around Chicago sports.

Promotion Coordinator/Designer – Group Sales & Marketing | July 2001 – August 2006

- Managed creative concepting, production and execution for sales subscriptions, event marketing and News-in-Education programs.
- Coordinated vendors, budgets, and timelines for print and marketing collateral.

Presentation Designer – Advertiser Sales & Marketing | February 1998 – July 2001

- Designed B2B presentations, sales kits and multimedia materials supporting advertising sales initiatives.