

Patrick White

Senior Graphic Designer



Contact

Mobile +1 604.968.7094
Email hello@pwhite.ca
Location Vancouver, BC Canada
Website www.pwhite.ca

Profile

A Senior Graphic Designer and collaborative leader with many years of experience in the professional services sector, I specialize in creating visually engaging solutions that effectively communicate clients' stories, aligning with their objectives, target audiences, and brand guidelines. My expertise spans print and digital design, brand building, marketing communications, presentation design, and editorial design.

Education

BFA in Graphic Design | *In progress*
Savannah College of Art and Design

Interactive Multimedia Certificate
Digital Media Studios, Toronto

Advertising and Graphic Design Diploma
Humber College, Toronto

Portrait Painting Workshop
Florence Classical Academy of Art, Italy

Memberships

Certified Member of the Association of Registered Graphic Designers (RGD)

Skills

Concept Development
Creative Facilitation
Brand Building
Graphic Design
Page Layout
Presentation Design
Infographic Design
Event Collateral
Email Design
Logo Design

Tools

Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- After Effects
Microsoft Office
Canva
Figma
Webflow
ChatGPT
Midjourney

References available upon request

Work Experience

Senior Graphic Designer
McKinsey Global Institute (MGI) | 2016-2023

- Collaborated with a global editorial team including researchers, editors, production and communications leads, as well as internal design teams and external agencies. Created high-impact visuals for complex reports, infographics, presentations, launch packages, event displays, and other branded projects across print and digital communication channels.
- Elevated MGI's new visual identity to be a premier source of insight and expertise on global business trends. Delivered consistent, quality-branded, visual treatments for priority content and campaigns. Guided MGI colleagues and their teams on brand implementation, collaborating with branding experts, external agencies, and the mckinsey.com team.
- Notable projects included *The bio revolution*, *The future of work after COVID-19*, *The rise and rise of the global balance sheet*, *Human capital at work*, *Prioritizing health*, and *The economic state of Black America*

Senior Graphic Designer
McKinsey & Company Canada | 1996-2016

- Provided design, consultation, and project management services to client teams as part of the Canadian Practice's Communications Team.
- Specialized in corporate design projects spanning B2B, Chemicals, Financial Services, Healthcare Systems & Services, High Tech, Retail, Risk, Social Sector, Telecommunications, Travel, Transport & Logistics.
- Contributed internal branding expertise to broader company-wide initiatives.
- Collaborated with a global internal team and external agencies to successfully introduce and support corporate identity rollouts.
- Mentored and coached junior artists and designers to enhance their skills and contribute to elevating McKinsey's overall visual image.