



Design Director—Product, Data, Editorial, & Brand
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Design leader with 15+ years of experience building and leading multidisciplinary teams across product design, data visualization, editorial design, and brand systems. Known for translating complex quantitative and qualitative information into clear, compelling, and scalable visual experiences for global audiences. Former Head of Design with experience spanning financial institutions and data-driven organizations, bringing deep expertise in design systems, content platforms, and cross-functional collaboration with product, engineering, research, and executive leadership.

CORE EXPERTISE

Design Leadership & Team Development
Product Design (ux/ui)
Data Visualization & Information Design
Editorial Design & Content Systems
Design Systems & Visual Identity
Cross-Functional Collaboration
Stakeholder & Executive Communication
Design Operations & Production
Web Platforms & Content Systems

SELECTED RECOGNITION

Multiple Silver and Bronze awards (10+) from Indigo Design Awards (2020–2024)
Recognized work includes Economic Insights and Consumer Finance Institute branding
Featured on For Print Only design blog (2012)

TEACHING & PROFESSIONAL ACTIVITY

Visiting Critic
University of the Arts, Philadelphia (2019)
Graphic Design Program · Visualizing Information
Member, AIGA (Chicago & Philadelphia chapters)

EDUCATION

University of the Arts — Philadelphia, PA
BFA, Graphic Design
Presidential Scholarship · Dean's List · Senior Degree Project Citation

TOOLS & PLATFORMS

Adobe Creative Cloud
Figma, FigJam
Google Analytics, WebTrends
Microsoft Office, Google Workspace
Sitecore (Certified), Wordpress

PROFESSIONAL EXPERIENCE

Federal Reserve Bank of Philadelphia — Philadelphia, PA **DATA VISUALIZATION MANAGER | OCT 2016–OCT 2023**

Founded and led the Data Visualization team within the Economic Research Department, establishing design as a strategic capability across digital products, publications, and public-facing research.

LEADERSHIP & STRATEGY

- Built and led a dedicated data visualization and design team, creating a center of excellence adopted across the Bank.
- Partnered with department leadership to define roadmaps, priorities, and release strategies for high-visibility research products.
- Chaired the Department Web Committee, overseeing design direction, content strategy, and governance for the department's web presence.
- Served on the Working Paper Series management committee, influencing standards, accessibility, and presentation of academic research.

PRODUCT, UX & DATA DESIGN

- Led design and development of interactive, data-driven applications that introduced new capabilities later adopted by other Bank teams.
- Architected and launched the Consumer Finance Institute (CFI) website section, from research and information architecture through design and delivery.
- Designed interactive data displays and standardized visualization patterns used across departmental products and publications.
- Created a public-facing COVID-19 data product used to inform monetary policy discussions and external audiences.

BRANDING & EDITORIAL DESIGN

- Unified and elevated the visual identity across departmental publications and digital products.
- Led a complete redesign of Economic Insights, the Bank's flagship publication, improving clarity, accessibility, and audience engagement.
- Directed editorial design across Economic Insights, Research Briefs, and Working Papers, including layout systems, covers, charts, maps, and illustration.
- Collaborated closely with economists and authors to translate complex research into clear, engaging visual narratives for non-academic audiences.

RESEARCH, MEASUREMENT & OPTIMIZATION

- Conducted ux research and stakeholder interviews to identify user needs and improve product effectiveness.
- Used analytics (Google Analytics, WebTrends) to assess engagement and inform leadership on content performance and opportunities.

Independent Design & Advisory Work

DESIGN DIRECTOR / CONSULTANT | OCT 2023 – PRESENT

- Designed and developed a brand identity system for a Washington, DC-based nonprofit startup focused on training journalists, lawyers, and regulators to investigate corruption and financial crime, spanning visual identity, templates, and foundational brand assets.
- Provided design advisory and consulting support for early-stage and small businesses, alongside commissioned editorial and print projects including event posters and long-form publications.
- Led research-driven design work and self-initiated projects, translating complex historical, genealogical, and property research into structured, book-format deliverables and maintaining an active independent creative practice.

Euromonitor International — Chicago, IL **HEAD OF DESIGN | SEP 2015 – SEP 2016**

Led global design across product, data visualization, marketing, and corporate communications for a multinational research organization.

- Managed and mentored a distributed team of designers, developers, and ux researchers.
- Oversaw company and product branding, ux/ui design, and data visualization strategy.
- Directed design for interactive dashboards and data-driven products used by global clients.
- Partnered with senior leadership to align design initiatives with business, sales, & marketing priorities.
- Led production of syndicated and bespoke data visualization content at scale.

EARLIER ROLES AT EUROMONITOR

Design Lead (2014–2015): Expanded team, refreshed company brand, redesigned dashboards, and led high-value presentations and bespoke client work.

Senior Designer (2012–2014): Led small teams, produced 700–800 datagraphics annually, and refreshed product dashboards.

Senior Graphic Designer ← Graphic Designer (2009–2012): Built foundational branding systems, templates, and content for print and web.