

resume

AXEL MAGNUSON

Thinking communications: Team collaboration

I design and facilitate small and large groups that bring people together to develop shared goals, a common understanding of challenges to them and concrete plans to manage the road to success.

As a graphic designer and writer, I often play the role of a skilled liaison between various teams in the field, project managers and executive leaders. In communications projects I work to bring about consensus around messages and the best ways to deliver them.

Communications thinking: design and production of communications

Information graphics, document design for planning, report and proposal communications

For international organizations—graphic design; information graphics; design and production of quarterly and annual reports, surveys and evaluations; design of marketing collateral materials.

LobsterShell Design. Owner. Manchester by the Sea, Massachusetts. (2004-present)

Overview: Graphic design firm. Responsible for initiating contact, preparing strategy and design briefs, creative concept development, copy writing, design and print production. Projects in brochures, announcements, blogs, ads.

Marketing Strategies. Owner. Manchester by the Sea, Massachusetts. (1989-present)

Overview: Business consulting for variety of groups in strategy and planning. Specialist in use of large-group collaboration methods for design of business solutions.

Other positions

Jackson Jackson and Wagner, Of Counsel. Public Relations Counsel. Exeter, New Hampshire (1990-1991).

the Charles/Donald Group, Inc. Marketing Director, Architects and Engineers. Saugus, MA (1987-1989).

Abt Associates. Business Strategy Group, Cambridge, MA (1986-1988).

Education

Business and public policy: Masters, plus work to dissertation level in comparative public administration and policy at Indiana University with a minor degree in international business.

Business, marketing and organizational behavior:

Advanced business training at the Stern School of Business at New York University and continuing education in strategy, marketing and organization change.

Graphic Design Certificate Program (in-progress), Massachusetts College of Art, Boston, MA

Technical proficiency

Proficient in design programs: InDesign, Photoshop, Illustrator, Acrobat. Work in HTML code and CSS.

Languages

English, French

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