

My 2018 Summer Design Job at East Cambridge Savings Bank

By Alexandra Holland



Over the summer of 2018 I was given the opportunity by Ms. Max to work for East Cambridge Savings Bank (ECSB) as a graphic designer in the Marketing Department. I enjoyed working there because I actually got to do design work all the time, and I got to experience a corporate environment firsthand. My boss was almost as new as I was, and he was eager to see how we could transform the brand of ECSB by marketing the bank in a new and exciting way.

There were a few difficult parts to get used to. I had to get used to very long hours compared to my last job. But it prepared me for what my work days might be like in the future. There were many discussions of rebranding so as to re-introduce East Cambridge Savings Bank into the community. The rebranding as it was meant to be was that East Cambridge Savings Bank was going to be a community bank that you could confide in while the big banks were a faceless entity that just happened to be close by.

I had never worked on an advertising campaign before, but it sounded like fun. I was encouraged to do unconventional ideas for print advertisements; things that a bank would typically never say to the public, whether that be for shock value, humor, or blatant honesty and transparency. That was probably my favorite part of working there, because I got to be creative while at the same time following guidelines. I like that part of design the most, because even though it is challenging to stay within the guidelines, it helps me test how I am able to express myself through my work while also reaching a goal.