

# ANDREA McDONALD

Senior Graphic & Web Designer

## FILTER INDUSTRIES, *Freelance* (2001 - present) Atlanta, GA

### Owner/Creative

Freelance design shop providing websites, print collateral, advertising, naming, logo and brand design. Manage project budgets and bidding, and vendor contacts. Work with clients and contractors to consistently deliver extraordinary work on time and within budget.

## IRIS WORLDWIDE, *Ad Agency* (2010 - 2013) Atlanta, GA

### Senior Creative

Created marketing materials including but not limited to, brochures, spec sheets, direct mail, billboards, retail POP, promotional merchandise, presentations, website banners and email marketing. AMA awarded for IHG direct mail piece.

Responsibilities included conceptualization, art direction, layout design, brand management, image manipulation, photography, electronic preparation of files for press, color proofing, press checks and project management. Vendor relations, estimating and budgeting. Collaborated with web developers, copy writers, editors, designers, photographers and other professionals. Managed and trained new employees and freelancers. Managed traffic of incoming jobs.

Clients include Sony, Porsche, Reebok, Carvana and IHG

## PLANET STUDIO, *Design Studio* (2006 - 2010) Atlanta, GA

### Senior Graphic Designer

Design and produce marketing collateral including brochures, logo and business packaging, web sites, web banners, CD and DVD packaging, product catalogs, and direct mail pieces.

Responsibilities include all phases of creative development including conceptualization, design, electronic preparation of files, and collaboration with outside vendors.

Clients include PBS, CNN, The Weather Channel, National Geographic, and Durex

## VF CORPORATION, *Apparel Co.* (2005 - 2006) Atlanta, GA

### Senior Graphic Designer

Create marketing materials for intimate apparel consisting

of POP for retail stores, product packaging, presentation materials, product spec sheets, catalog design, and advertising campaigns.

Responsibilities include all phases of creative development including conceptualization, design, electronic preparation of files, brand and project management, and creative direction of outside creative vendors and product photoshoots.

## HANDS ON ADVERTISING, *Studio* (2003 - 2005) Phoenix, AZ Graphic Designer/Web Designer

Designed collateral for high-end real estate developments including direct mail advertising, brochures, newsletters, ad campaigns, as well as websites, banners and email campaigns.

Responsibilities included all phases of production including conceptualization, design, electronic preparation of press-ready files, color proofing, and managing press checks. Collaborated with web programmers, copy writers, editors, designers, photographers and other professionals. Managed and trained new employees and interns.

## INSIGHT ENTERPRISES, INC., *Tech Company* (2000 - 2002) Tempe, AZ

### Graphic Designer/Web Designer

Designed and produced marketing materials including annual reports, internal communications, T-shirts, product catalogs, interactive web presentations, and product email marketing. Designed for and maintained Insight.com with team of web designers and developers.

## TECHNICAL PROFICIENCY

InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Wordpress, Microsoft Office; Word and Excel. Operating Systems: Mac

## EDUCATION

Collins College (1999 - 2000) Tempe, AZ

BA in Commercial Graphics

Trident Technical College (1994 - 1996) Charleston, SC

AA in Industrial Technology