








KRISTIN MACDONALD



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EXPERTISE



Marketing Communication Strategies
Art Direction
Brand Management
Team/Project Management
Budget Management
Senior Graphic Designer
Website Design/Management
Video/Motion Graphics
Content Management Systems
Social Media
Internet/Email Marketing
Advertising/Media Buying/PR
Photography
Event Planning
Print Production/Management

FREQUENTLY USED SOFTWARE



Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Aftereffects
Adobe Acrobat
Website Content Management Systems
Word Press
Microsoft Office
Power Point/Keynote
Drop Box, Canto, Teams, Google
Basecamp
Constant Contact/Mailchimp

SUMMARY

I have 20+ years of experience as a senior creative leader and I love what I do. I can facilitate the information flow between creative team members and other departments to conceptualize, plan, design, and manage multiple projects for digital, print, social, web, advertising, social media and more. I am a seasoned, organized, patient project manager and designer, comfortable working with internal teams as well as external vendors for small and large businesses, universities, and non profits. I can help you develop successful creative communications that strengthen and maintain your brand integrity, engage your audience, and extend your reach.

EXPERIENCE



Art Director - UVA McIntire School of Commerce

Charlottesville / January 2020 - Present

I work with the marketing and communications team to create and manage their brand, develop new and refining old materials for all initiatives using various channels. (Social media, email, web, print, advertising, merchandise, video, direct mail.) I work directly with outside vendors to produce materials, and had the opportunity to collaborate on the creative direction of their Centennial Celebration, create the centennial logo and brand identity for promotions throughout the last year. I am currently developing new brand concepts to launch this summer into fall.

Creative Director and Project Manager - NDI New Mexico

Santa Fe / August 2021 - Present

I am working with the organization as their creative director and project manager to develop three new websites. The objective is to work with key stakeholders to define their audience and goals, identify best practices for Salesforce integration with online class registration, online ticketing and donating, as well as event registration to deliver contemporary, organized, thoughtful websites that serve their needs and that of their audience. I will design clean, simple, donor centric, user friendly websites, that elevate their brand to a new sophisticated level of functionality and beauty. I engage with the client to discuss their needs, organize team meetings, oversee creative decisions, design creative assets, manage the web developer, and motivate everyone to produce their best work.

Art Director and Project Manager - Santa Fe Farmers' Market Institute

Santa Fe / January 2022 - Present

I am working with key stakeholders to develop, design, and project manage a new website for this non-profit organization in New Mexico. The objective is to define their audience and goals, design a simple, user friendly, contemporary, website that elevates their brand to a new sophisticated level of functionality and beauty. I engage with the client to discuss their needs, organize team brainstorming sessions, oversee creative decisions, manage the web developer, graphic designer, and motivate everyone to produce their best work.

Animator, Senior Graphic Designer - UVA McIntire School of Commerce

Charlottesville / March 2019 - June 2019

I worked with the instructional design team and McIntire Media and Design on various projects, such as style guides for the certificate program in Business Fundamentals, provided graphic design and Aftereffects animation for the online video course, created a brand identity for future video modules, developed a story board template, created graphic assets, and animations.

PROFESSIONAL & PERSONAL QUALITIES



- Excellent time-management, multi-tasking & problem-solving skills
- Patient, motivated, personable business professional
- Highly organized & detail oriented
- Comfortable working with a team or alone
- Strong desire to succeed and love for what I do
- History of producing accurate, timely projects and materials
- Versatile & able to maintain a sense of humor under pressure, and thrive in deadline-driven environments

EDUCATION



- Summer 1993
Fine Art Program
Parsons School of Design
New York, NY
- From 1994 - 1995
Undergraduate Studies in Fine Art
University of North Texas
Denton, TX
- From 1995 - 1999
Bachelor of Fine Arts
School of Visual Arts
New York, NY
- Fall 2007
Marketing Certificate Program
University of New Mexico
Albuquerque, NM

REFERENCES

Susan Donovan
International Rescue Committee
434-284-1225

Russell Baker, Executive Director
NDI New Mexico
russell@ndi-nm.org

EXPERIENCE CONTINUED

Art Director - International Rescue Committee

Charlottesville / April 2019 - December 2019

I developed and refined the Resettlement and Integration Technical Assistance (RITA/EURITA) project brand, created a logo, and refined the website (ritaresources.org). I also designed product templates, infographics, data visualization materials, presentation materials, lesson plan templates and adapted existing products and presentations to be consistent with the project brand.

Art Director, Animator - UVA Darden School of Business

Charlottesville / January 2017 - April 2018

I worked with the instructional design team and Darden Media on various projects for online courses. I provided art direction, graphic design, brand identity, style guides and Aftereffects animation for a collaboration with the Boston Consulting Group for an online course in Digital Transformation.

Freelance Designer - Kristin Macdonald Creative

Charlottesville / March 2015 - 2019

For the past five years I have been supporting my previous employer, NDI New Mexico on a part-time basis. Duties have included on boarding a new marketing director and communications manager as well as graphic design/website/advertising projects. I recently completed the graphic design and layout of their one hundred page magazine and a case statement for a 10 million dollar capitol campaign. Other projects include new websites for Frost Montessori of Albemarle (www.frostmontessori.com) and JenkinsGavin (www.jenkinsgavin.com), a planning and development firm in Santa Fe, New Mexico.

Marketing Communications Manager - NDI New Mexico

Santa Fe / February 2005 - December 2014

NDI New Mexico is a non-profit organization bringing award-winning arts and physical education programs to underserved children in urban, rural and Native American communities throughout New Mexico (www.ndi-nm.org). My responsibilities included the organizations marketing communications, brand management, creative direction, social media campaigns, email marketing, graphic design, website management, advertising, public relations, photography, media needs; as well as, designing, producing and implementing materials for two dance schools, the development team, artistic staff, administrative staff and board. Annual projects included two galas, over a dozen fundraisers, over 20 dance performances, marketing dance studios, etc.

Production Manager, Senior Graphic Designer - Roller Printing

Santa Fe / January 2003 - February 2005

Production manager and graphic designer at the largest offset print shop in northern New Mexico. Responsibilities included the management of the production/design team, consulting with clients to create original design concepts, preflighting files for accuracy, making necessary changes in fonts, color correction, typesetting, scanning, printing laser proofs, imposition, checking the film and blueline to prepare the file for the pressman.

Animator/Video Editor/Junior Graphic Designer/Producer - Image Zone Inc.

New York / May 2000 - September 2002

Image Zone is a production company in New York whose primary clientele are local award shows, such as The One Show, and large pharmaceutical companies such as Pfizer, Merck and Johnson & Johnson. I was hired as an assistant editor, Aftereffects animator, graphic designer and assistant producer. Responsibilities included company's print marketing materials, website design and maintenance, management of freelance designers, embellishing edited pieces with animations and working on site at productions and launches.