








KRISTIN MACDONALD

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EXPERTISE



Art Direction
Creative Management
Senior Graphic Designer
Brand Management
Branding Guide Development
Responsive Design & Accessibility
Expert knowledge of Print Production
Content Management Systems
Website Design/Management
Video/Motion Graphics
Social Media
Team/Project Management
Knowledge of HTML, CSS, UI/UX Design
Budget Management
Email Marketing
Marketing Communication Strategies
Advertising/Media Buying/PR
Photography & Videography
Event Planning

SUMMARY

With over two decades of experience as a graphic designer and art director, I excel in designing and executing creative strategies across various platforms including digital, print, video, web, Power Point, and social media. I bring a fresh mature approach to visual design, project management, and I am adept at collaborating with diverse internal teams and external vendors with small and large businesses, universities, and non-profits. My expertise lies in crafting impactful, on brand, coordinated creative communications that bolster your organizations reputation.

EXPERIENCE



Senior Graphic Designer/Art Director - UVA McIntire School of Commerce
Charlottesville / July 2023 - Present Full-time | January 2020 - July 2023 Part-time

Recent projects and responsibilities include:

- Collaborating on creative strategy and design initiatives across the School
- Designing new concepts and projects for diverse marketing channels for various departments
- Crafting and refining design assets within the UVA brand framework, including a comprehensive branding guide
- UTM tracking for each project/campaign channel
- Leveraging Canva for on brand graphics accessible to faculty & staff
- Managing creation of new Power Point decks with outside agency
- Efficiently managing creative intake requests, project timelines, external vendors, and client expectations
- Collaborating effectively with web developers, writers, media teams, marketing directors, intranet managers, advancement teams, student services, and all school programs
- Creating motion/animation assets for video production, social media and advertising
- Contracting with and managing freelance designers
- Collaborating on website design improvements and designing social media assets
- Being mindful of responsive UX/UI design and accessibility standards
- Setting up asset management access, organizing Teams, project plans and timelines for clients
- Providing art direction for video production
- Experienced amateur photographer comfortable leading photo shoots

Art Director, Project Manager and Website Manager - NDI New Mexico
Santa Fe / January 2015 - July 2023

Highlights and responsibilities included:

- Developing, art directing, designing and project managing new website ndi-nm.org
- Defining website audience (via Google analytics, surveys) and goals based on strategic objectives, identifying best practices for Salesforce integration with online class registration, online ticketing and donating, as well as event registration
- Managing graphic designers, web developers, and coordinating internal staff to finalize website project
- Supporting marketing and fundraising efforts with visual branding
- Engaging with board and leadership to discuss project parameters, organized and facilitated team brainstorming sessions, oversaw creative decisions

FREQUENTLY USED SOFTWARE



- Adobe Creative Suite
- Canva
- Microsoft Office Apps/Teams
- Power Point/Keynote
- Slack
- AirTable
- Filestage/Pastel
- Slate/Salesforce Knowledge
- Website Content Management Systems
- Drop Box for asset organization
- Canto Asset Management
- Google Workspace
- Constant Contact/Mailchimp/Marketing Cloud
- UTM Builder, QR Code Generator

PROFESSIONAL & PERSONAL QUALITIES



- Excellent time-management, multi-tasking & problem-solving skills
- Patient, kind, motivated, personable business professional
- Highly organized & detail oriented
- Comfortable working with diverse teams or independently
- 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



- Fine Art Program
Parsons School of Design
New York, NY
- Undergraduate Studies in Fine Art
University of North Texas
Denton, TX
- Bachelor of Fine Arts
School of Visual Arts
New York, NY
- Marketing Certificate Program
University of New Mexico
Albuquerque, NM

Art Director, Project Manager - Santa Fe Farmers Market Institute Santa Fe /January 2022 - August 2022

Highlights and responsibilities included:

- Development, art direction, and project management of new website
- Defining website audience and goals, identifying best practices for online ticketing and donating, as well as event registration
- Managing graphic designers, web developers, and coordinating internal staff to finalize website project
- Engaging with board and leadership to discuss project parameters, organized and facilitated team brainstorming sessions, oversaw creative decisions

Art Director - International Rescue Committee Charlottesville / April 2019 - December 2019

Highlights and responsibilities included:

- Developing new and refining old assets for the Resettlement and Integration Technical Assistance (RITA/EURITA) project brand, logo creation
- Designing product templates, infographics, data visualization materials, presentation materials, lesson plan templates
- Refining and updating the website design and functionality
- Adapting existing products and presentations to be consistent with the project brand

Animator, Senior Graphic Designer - UVA McIntire School of Commerce Charlottesville / March 2019 - June 2019

Highlights and responsibilities included:

- Working with the instructional design team and McIntire Media and Design on online courses
- Creating style guides and storyboards for certificate programs
- Creating animations for video courses to support faculty materials
- Creating custom identities for online courses, graphic assets

Art Director, Animator - UVA Darden School of Business Charlottesville / January 2017 - April 2018 and August - November 2022

Highlights and responsibilities included:

- Collaborating with Boston Consulting Group creating a course on digital transformation, providing art direction, original graphics, animation, project management, managing graphic designer
- Working with the instructional design team and Darden Media to create online courses
- Providing art direction, graphic design, animation, and brand identity services
- Creating style guides and storyboards

Freelance Designer - Kristin Macdonald Creative Charlottesville / March 2015 - 2019

Highlights and responsibilities included:

- Supporting previous employer, NDI New Mexico on a part-time basis to on board new marketing director and communications manager
- Graphic design/website/advertising project support and training
- Capital campaign materials for new building development
- One hundred page annual report and program book design, management and production
- Website for Frost Montessori of Albemarle (frostmontessori.com) and JenkinsGavin (jenkinsgavin.com)

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).

Highlights and responsibilities included:

- Managing the organizations marketing communications, brand management, social media campaigns, online fundraising, graphic design, website management, advertising, public relations, photography, media needs
- Managing the social media team, PR team, freelance designers, outside vendors
- Designing, producing and implementing materials for two dance schools, the development team, artistic staff, administrative staff and board
- Building and managing new website
- Creating all materials for two capitol campaigns
- Organizing all photography and graphics assets
- Assisting with fundraising event collateral, two large annual galas, environmental signage, event design, stage sets, audio/visual companies, and Power Point presentations

Production Manager, Senior Graphic Designer - Roller Printing
Santa Fe / January 2003 - February 2005

Highlights and responsibilities included:

- Production manager and graphic designer at the largest offset print shop in northern New Mexico
- necessary changes in fonts, color correction
- Managing the production/design team
- Printing laser proofs to ensure color accuracy
- Consulting with clients to create original design concepts
- Imposition of files for plate output
- Preflighting files for accuracy, making
- Checking the film and preparing 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.

Highlights and responsibilities included:

- Aftereffects animator, assistant editor
- Website design and maintenance
- Graphic Designer for all printed materials,
- Assistant producer and event crew member