

Angie McDonald

ANGIE MCDONALD
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404.444.4317

Experienced leader and visual thinker with demonstrated working history in the marketing and tech industry. Skilled at communicating clear visual ideas using critical thinking, empathy and creativity.

RELEVANT EXPERIENCE

Leadership and Management

- Experienced in building a design department from the ground up, including growing scope, scale and expertise of in-house capabilities.
- Spearheaded improvements to overall workflows, including introducing and implementing new project management software and developing new processes.
- Strength in identifying and utilizing the skills of others, with direct experience managing visual designers, production designers and MGFX designers.
- Skilled at collaborating. Built collaborative processes with internal cross-functional partners. Collaborated with external partner agencies. Developed strong client relationships that led to an increase in scope.
- Created and managed detailed design department budgets.

Skills

- Extensive experience leading projects from concept to finish, including large-scale integrated advertising campaigns, brand identity redesigns, marketing landing pages, storefront websites, experiential events, lifecycle newsletters, and social campaigns.
- Passionate about building hard-working visual systems, with room to iterate and grow
- Can easily recognize needs, clarify issues and simplify complex ideas
- Adept at managing multiple projects, prioritizing tasks and working efficiently

Specialties

- Branding + Identity
- Design Strategy
- Visual Systems
- Campaigns
- Typography

Software

- Adobe Creative Suite
- Figma / Sketch / XD
- Cinema 4D
- InVision Prototyping
- Asana / CODA

EMPLOYMENT HISTORY



MasterClass
1 year
Remote
May 2021-Current

Design Director



Freelance
1 year
Remote
2020-Current

Freelance Design Lead
Various clients including:
Barrett SF, CLEAR, Anthem,
Mitsubishi, etc.



ARGONAUT, Inc.
5 years 5 months
San Francisco, CA
2015-2020

Design Director
1 year 7 months
April 2019 - October 2020

Associate Design Director
7 months
October 2018 - April 2019

Senior Art Director
1 year 6 months
May 2017 - October 2018

Art Director
2 years
June 2015 - May 2017



Venables Bell + Partners
3 years 5 months
San Francisco, CA
2012-2015

Art Director
10 months
September 2014 - June 2015

Graphic Designer
2 years 7 months
February 2012 - August 2014



Goodby, Silverstein
1 year 3 months
San Francisco, CA
2010-2011

Junior Designer

EDUCATION



The Creative Circus
Certificate, Graphic Design
Atlanta, GA
2009-2010



College of Charleston
Fine Art
Charleston, SC
2007-2008

Career Preferences

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1. ORGANIZATIONAL VALUES

Mission and Philosophy

- Diversity practiced
- People matter first
- Women in leadership
- Promote from within
- Employees valued
- Forward thinking
- Progressive

Nature of Product

- Environmentally conscious
- Works well
- Specialized
- Modern/contemporary
- Accurately priced
- Boutique/catered
- Artistry

Nature of Service

- Personalized attention
- Details matter
- Long-term impact
- Socially aware
- Technologically accessible
- Expertise
- Process unique/specialized
- Follows through on promises

2. PEOPLE ENVIRONMENT

Co-Workers

- Empathetic
- Knowledgeable/well-read
- Nerd out on details
- Individualists
- Diverse
- Sense of humor
- Collaborative and caring

Manager

- Expert at craft
- Direct/honest
- Supportive mentor
- Hands-off
- Available

Direct Reports

- Eager to learn
- Collaborative
- Empathetic
- Diverse
- Hardworking
- Loyal

Clients

- Active
- Progressive
- People matter 1st
- Intelligent
- Engaged
- Want to see change

3. LEVELS OF COLLABORATION

33% Team Lead

33% Team Member

33% Independent Projects

4. TRANSFERABLE SKILLS

Making Things

- Visualizing concepts
- Instinctively excellent taste
- Visual + spatial designing
- Operates well in unsupervised environment

Fixing Systems

- Adept at atomizing/ breaking down into parts
- Systematizing/organizing
- Recognizing needs/clarifying problems
- Problem-solving/trouble-shooting

Concepting

- Highly imaginative/creative
- Ability to relate abstract ideas
- Shows foresight
- Develop innovative programmatic ideas

Juggling Tasks

- Expert at getting things done
- Efficient
- Works well under stress
- Good at simplifying data/information

Change Agent

- Driving initiative
- Self-directed at work
- Deft in directing creative talent
- Deals well with unexpected

Planning

- Prioritizing tasks
- Recognizing + utilizing skills of others
- Program development
- Adept at bringing order out of chaos

5. BENEFITS + COMPENSATION

- Competitive salary
- Stock options
- Health insurance
- 401K
- Performance bonus
- Professional development
- At least 3 weeks vacation (if not unlimited)

6. WORKING CONDITIONS

- Flex schedule (40hr/wk)
- Remote

7. AREAS OF INTEREST

- Interior + graphic design
- Content (TV + movies)
- Psychology/human behavior
- Public service / civil rights
- Books + comic books
- Video games
- Environmental and wildlife protection
- Fine dining