

R E S U M E



C R E A T I V E

ROBERT MACDONALD

5315 Bellingham Ave.
Suite 102
Valley Village, CA 91607
323 820 7976

■ Overview:

I am a graphic designer, art director and illustrator specializing in the creation and execution of packaging, consumer print advertising, style guides, trade show graphics, DVD packaging, key art one sheets, press kits, style guides, catalogs and almost any advertising and print item imaginable to the consumer, corporate, fashion and entertainment industries.

I have a proven ability to work as an individual or as part of a team in a fast-paced environment. I also regard myself as a 'smart creative' – artfully balancing my design approach with a committed management style that is flanked by well-rounded, hands-on experience and a spirited determination to deliver above and beyond. I would like to think that my creative style flows with ease and flexibility yet embodies a creative force with unwavering vision met with high-level solutions.

■ Experience:

Progressive design and art direction experience as a team leader and hands-on designer in the corporate, entertainment and fashion industries. With expertise in Adobe Photoshop, Illustrator, InDesign and Acrobat.

■ Freelance 2016 - 2020:

Echelon Group, Shout! Factory, Midnight Oil Creative, JJ&A Creative, White Spark Creative, The CRP Group, Blood & Chocolate.

■ Employment:

Art Director – Artmachine June 2017 – November 2018

Responsibilities: Art direction and design for Home Entertainment division, specializing in the creation of thumbnails and key art for Netflix account. Assisted with key art design for DVD/Blu-ray packaging. Design of banners for online marketing materials and trade advertising. Maintained a strong team relationships with designers, sketch artists and production team.

Senior Designer – Vast Resources April 2007 – January 2017

Responsibilities: Art direction and conception for all catalogs, supplements and print advertising for trade shows and publications. I also conceptualize and design packaging for all products and helped with product design and brand identity. As a team effort I also help design our trade show booths and display graphics and gave art direction for all photo shoots involving photography for catalog/supplement and trade show themes as well as all marketing collateral. I developed visual identity and graphic standards for online marketing. Design feature spreads, multi- and single-page advertisements. Maintained strong team relationships with creative director, designers, talent and photographers.

Art Director – Playboy TV Entertainment May 2000 – March 2007

Responsibilities: Art direction/graphic design of affiliate and consumer advertising for the magazine and cable networks. Concepts and design of key art for DVD/Blu-ray packaging. Designed banners and all display materials for trade shows. Collaborated with producers and directors to develop effective advertising for 14+ networks. Developed visual identity and graphic standards for Playboy Magazine and Online Marketing. Designed feature spreads, multi- and single-page advertisements. Assisted creative director with photo shoots for marketing collateral. Implemented company-wide cost-cutting initiative through in-house retouching. Maintained strong team relationships with designers, talent, photographers, producers and directors.

■ Education:

1977-1981 Bachelor of Arts in Graphic Design and Illustration. Portsmouth College of Art and Design, Portsmouth, UK

