

# Rebecca MacDonald

## EDUCATION

### **Boston University Center for Digital Imaging Arts**

Washington, DC | Jan. 2012—Sep. 2012

Graphic and Web Design

### **The George Washington University**

Washington, DC | Aug. 2007—May 2011

BA Major in Art History/ Fine Arts, *Summa Cum Laude*

### **Accademia Italiana**

Florence, Italy | Aug. 2009—Dec. 2009

Arcadia Study Abroad Program, Graphic and Studio Art

## EXPERIENCE

### **Senior Designer** | Evanston, IL, Oct. 2017—present

Glantz Design

Collaborate with a dynamic team to see print and digital branding projects through from start to completion, often under pressure from tight timelines and budgets. Concept development and identity design for clients ranging from local shops to international corporations. Oversee website design from early stages of website UX through visual design and hand-off to development.

### **Designer** | Chicago, IL, Feb. 2013—Oct. 2017

Ideation Studio Inc.

Responsible for design development, project and client management in a multi-disciplinary environmental design firm. Creation of interior and exterior signage, wayfinding, print collateral, logo design, naming concepts, and brand standards documents. Coordination with signage and printing vendors to produce graphics and implement signage in the field.

### **Junior Product Developer** | Niles, IL, Oct. 2012—Jan. 2013

The Bradford Group

Managed the creation of collectibles, from brainstorming to selecting materials, production vendors, and freelance artists. Designed collectibles and critiqued sculpted models.

### **Junior Graphic Designer** | Arlington, VA, Jun. 2011—Dec. 2011

American Society of Pension Professionals and Actuaries (ASPPA)

Layout of printed program books, brochures, and advertisements seen by ASPPA's conferences attended by their 7,500 members. Managed the production process.

### **Founder, PR Co-chair** | Washington, DC, Aug. 2007—Present

Camp Kesem GW

Established a chapter of Camp Kesem, a nonprofit that hosts camps for children of cancer patients. As the PR co-chair, designed a consistent brand between all outlets that increased fan participation by 217%. Worked with a team of students to raise \$75,000.

## ABOUT ME

I am passionate about designing branding for retail, restaurants, hospitality, and non profits. With a deep understanding of visual communication, I use my creative agility and problem solving skills to drive my work. I strive to create designs that are both strategic and purposeful. If I could find my ideal job, it would be in a collaborative, creative team whose goal is to inspire and produce design that makes an impact.

## CONTACT

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## SKILLS

Adobe Creative Suite

After Effects

Sketch

InVision

HTML 5

CSS

Mail Chimp

Powerpoint

Basecamp

Slack

Sketchup

## HONORS + AFFILIATIONS

Member of AIGA

Member of Camp Kesem's ALB

Winner of the ADCMW

Real Show 2012

Recipient of the Brian Brown

Scholarship from the

Art Directors Club in DC

Recipient of the Presidential

Merit Scholarship