



DANIELLE MACDONALD
Graphic Designer



EXPERIENCE

Graphic Artist MAD ENGINE

Licensed apparel company February 2017-Present

Design Assistant MAD ENGINE

Licensed apparel company April 2016-February 2017

Graphic Designer SELF EMPLOYED

Freelance May 2012-May 2016

Digital Support Representative McGRAW-HILL

Publishing company August 2015-February 2016

Production Intern COSSETTE

Advertising agency March 2012-May 2012

Art Director AD MAG

Alumni publication September 2011-December 2011

Production Artist THE CHRONICLE

School newspaper September 2010-April 2011

PROGRAMS



ABILITIES

- Mac and PC compatible
- Familiar with Word, Excel, PowerPoint, and Outlook
- Elementary knowledge of HTML and CSS
- Able to learn new tasks quickly and efficiently
- Adaptable to new systems and procedures
- Skillful ability to troubleshoot and problem solve
- Develops engaging and aesthetic layouts
- End-to-end product design process including researching current style and fashion trends, creating mood boards, creating technical flats, selecting colour-ways, designing and applying graphics and all over prints to products, etc.
- Able to create design solutions that are consistent with current trends and style guidelines
- Creates packaging for license apparel and products by following brand guidelines
- Builds relevant presentation boards or seasonal, current and brand-focused collections

PROFILE

I am a driven graphic designer with a strong eye for detail, a quick wit, and an energetic attitude. I consider myself a continuous learning junkie who enjoys overcoming challenges with a creative “outside the box” approach. I am a versatile quick learner who picks up new skills easily.

PORTFOLIO WEBSITE

daniellemacdonald.com

SKILLS

- Layout Design
- Photo Editing
- Copywriting
- Typesetting
- Branding
- Photography
- Vectors
- Print and Web
- File Management
- Efficient
- Organized
- Team Player
- Multi-tasker
- Resourceful

EDUCATION

ADVANCED ADVERTISING DIPLOMA
Durham College 2009-2012

FIRST YEAR OF JOURNALISM
Durham College 2007-2008

ONTARIO SECONDARY SCHOOL DIPLOMA
J. Clarke Richardson Collegiate 2003-2007

AWARDS

DURHAM COLLEGE

- Ad Mag 2012 Best Front Cover
- Ad Mag 2012 Best Page 11 Ad
- Honour Student
- DC Crew Candidate

J. CLARKE RICHARDSON COLLEGIATE

- Honours Standing (80% average)
- Highest Standing Grade 12 Writer’s Craft
- Ontario Scholar Certificate (90% average)