

# ERIN McDONALD

Graphic Designer located in Tarpon Springs, Florida

## CONTACT

### Phone

(727) 643-2383

### Email

ErinMcdonaldDesign@gmail.com

### Portfolio

ErinMcDonaldDesign.com

## SKILLS

### Tools

Adobe Creative Suite

Canva

Microsoft Office

Google Ads

Mailchimp & Similar

### Development

HTML & CSS

Adobe XD

Figma

Wordpress & Page Builder Plugins

### SEO

SEMRush

On Page Optimization

Content Creation

### Project Management

Hubspot

Clickup

SmartSheet

## AWARDS

Expertise.com's Best Web Designers  
in Tampa 2022

## CERTIFICATIONS

The Fundamentals of Digital Marketing  
by Google Digital Garage

## WORK

### Osaic Production Artist

September 2023-Present | Remote

- Foster collaborative efforts with cross-functional teams to transform project requirements into captivating designs.
- Successfully maintain brand consistency across all design materials.
- Execute production duties encompassing layout composition, formatting, and file preparation, ensuring seamless distribution across all channels.
- Use various software tools to create designs from existing art and reformat them in different sizes.

### Perennial Creative Co. Collateral & Layout Designer

May 2023-Present | Remote

- Produce high-quality designs for both print and digital platforms, including brochures, flyers, packaging, websites, and social media graphics.
- Spearhead the development and evolution of brand identities, ensuring consistent visual representation across all materials.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to deliver impactful designs.

### Expert Media Design Lead Designer

May 2019-Present | Remote

- Oversee end-to-end execution of client projects, juggling multiple tasks across diverse mediums such as print materials, digital marketing, emails, websites, videos, animations, and presentations.
- Develop WordPress websites through client discovery, wireframing, design, mockups, final build, and on-going maintenance.
- Take charge of strategy formulation, design execution, and content posting across both Expert Media Design's company social media accounts and various client accounts.
- Supervise a team of two writers, leading monthly SEO article creation for numerous clients, resulting in high-performing pages.

### Iowa State University Foundation Production Assistant

January 2019-May 2019 | Ames, Iowa

- Created marketing materials to project specs, including email, socials, web graphics, brochures, environmental banners, and direct mail.
- Operated an in-house color printer for post-production tasks and the finalization of materials, ensuring adherence to quality standards.
- Filmed live events and edited promotional videos across several platforms.

## EDUCATION

### Iowa State University BFA in Graphic Design

August 2015-May 2019 | Ames, Iowa

- Magna Cum Laude with a cumulative GPA of 3.87
- Cardinal Leadership Scholar Award Level 1
- Janice Peterson Anderson Excellence Award
- Dorothy M Miller Design Scholarship