

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

Perennial Creative Co. Collateral & Layout Designer

May 2023-Present | Remote

- Produces high-quality designs for both print and digital platforms, including brochures, flyers, websites, and social media graphics.
- Spearheads the development and evolution of brand identities, ensuring consistent visual representation across all materials.

Expert Media Design Lead Designer

May 2019-Present | Remote

- Oversees 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.
- Develops WordPress websites through client discovery, wireframing, design, mockups, final build, and on-going maintenance.
- Takes charge of strategy formulation, design execution, and content posting across both Expert Media Design's company social media accounts and various client accounts.
- Supervises a team of two writers, leading monthly SEO article creation for numerous clients, resulting in high-performing pages.

Osaic Production Artist

September 2023-January 2024 | Remote

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

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