

# ANDRE MCDONALD

## FREELANCE DESIGNER

### CONTACT

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### EXPERTISE

- Leadership:** acknowledged for effectively leading and inspiring creative teams to achieve outstanding results collaboratively.
- Strategic Vision:** demonstrated proficiency in creating and executing strategic creative visions aligned with broader business objectives.
- Innovation:** catalyst for innovation within design projects, consistently infusing fresh and cutting-edge perspectives for impactful outcomes.
- Design Proficiency:** renowned for profound expertise in design principles, consistently delivering high-quality and visually compelling solutions.
- Branding:** specialised in crafting and elevating distinctive brand identities for a harmonised brand presence.
- UI/UX Design:** exceptional skill in crafting intuitive and engaging user interfaces, enhancing digital experiences.
- Project Management:** seasoned in seamlessly managing design projects from conceptualisation to successful delivery.
- Marketing:** applied expertise in integrating marketing principles into design concepts for effective visual communication.
- Team Collaboration:** adept at fostering a collaborative and inspiring team environment, driving creative excellence.
- Client Relationship Management:** proven ability to build and sustain robust client relationships, translating client needs into innovative design solutions.
- Problem Solving:** analytical problem-solver, adept at addressing design challenges with innovative and effective solutions.
- Adaptability:** demonstrated ability to continuously adapt to evolving technologies and industry trends, ensuring relevance in the dynamic design landscape.

### PROFILE

Bringing a wealth of experience from diverse roles in freelance design, creative direction, and artworking, I offer a multifaceted skill set to the design industry. With a track record of delivering bespoke solutions as a Freelance Designer, I transitioned seamlessly into leadership as a Creative Director, demonstrating strategic vision and effective team management. My role as a Creative Artworker has further refined my attention to detail, ensuring brand consistency across print and digital mediums. Committed to driving innovation and excellence, I am poised to contribute my expertise to dynamic design projects, delivering impactful results and driving creative evolution.

### EXPERIENCE

#### Freelance Designer

Various clients September 2022 – Present

Engaged with a diverse range of prominent clients; Publicis, The Kraft Heinz Company, MIP, M&S, Harriman Steel, Tag, Tribe and 9 Yards delivering bespoke design solutions and contributing to the success of various high-impact projects.

#### Brand and Creative Director

Extreme Reach (formerly Adstream) April 2019 – September 2022

- Led a dynamic team in delivering exceptional design solutions for diverse cross-platform campaigns.
- Drove the team to high standards, fostering innovation and collaboration.
- Managed a diverse global client base across 24 offices, strengthening relationships and consistently exceeding expectations.
- Successfully converted pitches into key accounts, expanding company and client portfolios, and driving business growth.
- Worked with the Chief Marketing Officer to ensure a unified global brand identity, providing clear creative leadership.
- Implemented creative strategies, resulting in a 25% increase in brand visibility and market share.
- Orchestrated innovative design projects, ensuring quality and coherence, leading to a 33% boost in consumer engagement.
- Optimised resources, achieving a 15% cost reduction while maintaining exceptional design quality.
- Showcased strategic leadership, strong client relationships, successful business conversions, and consistent global brand coherence.

#### Freelance Graphic Designer

Various clients January 2017 – March 2019

The Football Association (The FA), Coty Inc., DixonBaxi, Sky, TBWA and Momentum delivering bespoke design solutions and contributing to the success of various high-impact projects. Key engagements included:

The FA:

- Oversaw complete stadium branding for events like the FA Cup and UEFA friendlies.
- Crafted compelling branding strategies for major events, increasing social media interactions by 35%.

Coty Inc.:

- Led design for product launches, contributing to a 28% sales uplift.
- Maintained stellar client satisfaction, showcasing adaptability across diverse design niches.

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## FREELANCE DESIGNER

### SKILLS

- Graphic Design
- Branding
- Art Direction
- Print Design
- Digital Design
- Creative Strategy
- Team Leadership
- Project Management
- Client Relations
- Typography
- UI/UX Design
- Visual Identity
- Creative Thinking
- Adobe Creative Suite
- Communication
- Problem-Solving
- Time Management
- Quality Assurance

### EDUCATION

#### Higher National Certificate (HNC)

#### London College of Communication

1998 – 1999

Awarded with merit in Graphic Design.

#### Higher National Diploma (HND)

#### Nescot College

1996 – 1998

Awarded with merit in Civil Engineering.

### REFERENCE

Available upon request

### EXPERIENCE

#### Senior Graphic Designer / Art Director

Lidl UK (Head Office)

January 2008 – November 2016

- Led design strategies aligning with Lidl's brand identity, ensuring a cohesive visual portrayal across all marketing materials.
- Orchestrated a dynamic creative team, fostering collaboration for innovative design solutions in line with broader objectives.
- Managed diverse design projects, spanning in-store materials to print and digital campaigns, meeting high-quality standards within designated timelines and budgets.
- Spearheaded the overhaul of product packaging designs, resulting in a 20% increase in consumer engagement and heightened product visibility.
- Ensured strict adherence to brand guidelines while encouraging creative expression, yielding designs consistently aligned with the company's visual standards.
- Active involvement in strategic planning sessions, ensuring design initiatives align with Lidl's long-term branding goals.

#### Senior Creative Artworker

Land Registry (Head Office)

January 2005 – December 2008

- Executed diverse design materials, maintaining a consistent visual identity across print and digital projects.
- Collaborated with internal stakeholders to align design concepts with organisational branding and messaging goals, ensuring visual consistency.
- Played a key role in a 35% increase in user interaction on the organisation's website through user-friendly and visually engaging digital assets.
- Enhanced the overall online experience for site visitors through the creation and implementation of impactful digital assets.
- Streamlined the artworking process, improving efficiency and reducing turnaround time by 20%.
- Creation of dynamic design solutions for a broad spectrum of projects, ensuring alignment with the Land Registry's brand standards.

#### Artworker

Actis Studios

August 1999 – November 2004

- Executed high-quality print media designs, ensuring precision and attention to detail.
- Crafted and finalised designs, guaranteeing alignment with design briefs and preservation of the brand's visual identity.
- Adapted existing artworks with meticulous accuracy, collaborating closely with the design team.
- Utilised industry-standard software to refine and create print-focused visual content, prioritising precision.
- Adhered to project timelines, quality benchmarks, and client specifications for the meticulous delivery of finalised print-based artworks.
- Conducted regular quality checks and proofing sessions, maintaining the highest standards of print-ready visual content.
- Collaborated with print suppliers, ensuring seamless communication for accurate reproduction of designs.
- Supported junior team members, providing guidance on the technical aspects of print design and contributing to their skill development.