



Ian MacDonald

Senior Art Director



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▶ Profile

Hello! I'm an animator living in North Jersey, and currently working as a Senior Art Director for an advertising agency. When it comes to design, I appreciate the effectiveness of simplicity. I love bringing concepts to life with the use of motion graphics and animation, and am always working to broaden my skills and use new techniques when it comes to interactive design.

▶ Education

BS in Digital Animation / Minor in Video Game Design

Philadelphia University – August 2010 - May 2014

Studies in Biology and Computer Science

Ocean County College – September 2008 - May 2010

▶ Work Experience

Senior Art Director / BGB Group (Bionyc) / October 2019 - Present

- Responsible for art direction and creation on assigned brands
- Storyboarding and working with our digital department to create animations/websites
- Concepting and retouching for pitches

Senior Interactive Art Director / Guidemark Health / April 2017 - October 2019

- Responsible for art direction on all Learning brands
- Create animations and videos for eLearning and promotional clients
- Design eLearning modules and interactive PDFs
- Concepting for pitches and new business

Graphic Designer (Freelance) / 2k Printing / January 2017 - April 2017

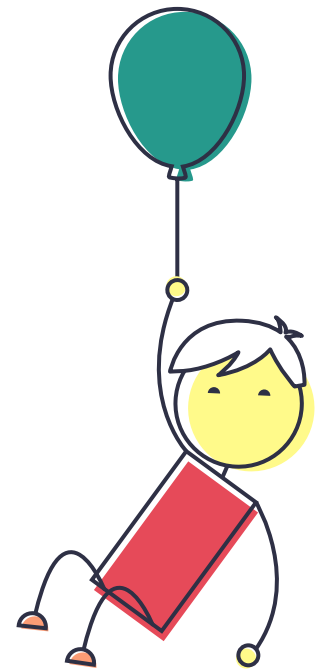
- Design graphics for various promotional products
- Recreate and vectorized art for screen printing files

Production Artist (Freelance) / Grass Creative / May 2016 - January 2017

- Design and illustrate graphics for local businesses
- Create animations for social media posts

Digital Printer / RushOrderTees / June 2015 - May 2016

- Editing art files in Adobe Illustrator and Photoshop for digital printing
- Maintain and troubleshoot printers



▶ Awards and Accomplishments

Promoted from Jr. AD, to AD, to Senior AD within two years / Guidemark Health

Make Your Mark Award, nominated by co-workers for going above and beyond in performance / Guidemark Health

Recognition Award for increasing production in digital department / RushOrderTees

Excellence in Animation Award for senior class / Philadelphia University

▶ Skills & Software

Adobe:
After Effects
Illustrator
Photoshop
Muse
InDesign
Media Encoder

Microsoft:
Powerpoint
Word

macOS:
Sketch

Other skills: interactive design, animation, video editing, compositing, retouching, concepting, interactive pdfs, leadership, management