

CHARLIE MCDONALD | Art Director | 214.686.6015 | Charlie.Nelson.McDonald@gmail.com

CAREER HIGHLIGHTS

Developed Lastcall.com for Neiman Marcus.

Promoted to Dockery House CD. Cut pre-press costs 80%.

Promoted to TracyLocke TLPronto Director. \$70k monthly billing. 35%+ profit margin.

CORE STRENGTHS

- Photoshop, Illustrator, InDesign, Dreamweaver, Bridge, Flash and Fireworks.
- Desktop/tablet/mobile, email, web display ads, animations, print collateral, advertising, magazine/book/newspaper, outdoor, trade show, packaging, brand standards, mark-up, retouching, editorial, food and fashion photo shoots.

AWARDS

2010 Neiman Marcus Star Award | 2008 GD:USA American Package Design Award

2006 Three Communicator Awards Print Competition Awards of Excellence

EMPLOYMENT

Senior Digital Art Director (Fashion/Retail) Haggard Clothing Co. | haggard.com

2015 – present

Marketing Director Trident Industrial Supply | trident-supply.com

2014 – 2015

Advertising Art Director JCPenney | jcp.com

2013 – 2014 | Contract 2011 – 2013

Web Designer Neiman Marcus | lastcall.com

2010 – 2011

Creative Director Business Access

2009 – 2010

Interactive Web Designer JCPenney | jcp.com

Contract 2008 – 2009

Creative Director Brand One Group

2004 – 2008 | Freelance 2008 – present

Creative Director Dockery House Publishing

2001 – 2004

Art Director Freelance

2000 – 2001

Excel Communications | Tracy-Locke | American Pad & Paper

Art Director Tracy-Locke

1999 – 2000

EDUCATION

Syracuse University Alumnus

Major Magazine Journalism | Minor Restaurant Management