

Jeff McDonald

Contact Info 

Graphic Design • Web Site Design • Illustration • PPT/Video/Audio

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EDUCATION/TRAINING

University of Kansas

Bachelor of Fine Arts in Visual Communication (Graphic Design/Illustration): 2001

Centriq IT Training

Internet Technologies Fast Track Program: 10-week course, Mon-Fri, 8am-4pm (300 classroom hours); Fall, 2002

SOFTWARE EXPERIENCE

I am proficient in both Windows and Mac platforms. I am a very fast and enthusiastic learner and I welcome the opportunity to learn new software and production methods. Although I've mastered many programs during my career, below are the ones I currently use the most:

- Photoshop
- Illustrator
- InDesign
- PowerPoint
- MS Publisher
- Dreamweaver
- HTML/CSS
- MS Office 2010
- Nuendo (Audio)
- ULead Video Studio

PREVIOUS WORK EXPERIENCE

The nature of my graphics work has varied so consistently that I have developed a wide array of skills, as well as highly efficient production methods and the ability to handle multiple projects while meeting every deadline. Although the projects I worked on were very different, the following set of skills were consistently exercised:

- **Layout Design for Print Media** – brochures, tri-folds, magazine ads, 2-sided cut sheets, mailers/invitations, biweekly corporate newsletter, letterhead/envelopes, business cards, posters, custom folders, proposals, executive summaries
- **Logo/Icon Design** – original designs for new businesses and joint ventures, re-draw low-res bitmap logos into vector format
- **Technical Illustration** – facility and equipment drawings for proposals, presentations and instruction manuals
- **Conceptual Illustration and Cartooning** – spot illustrations for magazine stories, comic strips, caricatures
- **PowerPoint Graphics** – corporate PPT templates, complex animation sequences, looping tradeshow kiosks with audio/video, high-level presentations for Chief officers, Vice-Presidents and other member of senior leadership at Black & Veatch and TranSystems, video slideshows with music
- **Large-Scale Graphics Production** – tradeshow booth displays, posters, banners and corresponding collateral
- **Website Design** – update graphics and content for company websites and intranets, HTML email campaigns, user interfaces and online forms, animated banner ads, I've also designed many full websites for freelance clients
- **Marketing Resources** – maintain common-use graphics files on the company intranet, including: logos, org charts, office location maps, visual identity templates/graphics, company-wide photo library, PDF samples of existing collateral, keep visual identity standards manual current
- **Video & Audio Editing** – produce video graphics for lobby screen displays, co-art direct corporate videos, manipulate audio soundtracks and video clips for custom PowerPoint presentations

EMPLOYMENT HISTORY

Independent Freelance Graphic Artist – 5-09 to Present

For the past seven years, I have sustained a successful living by providing graphic design, website design, illustration, PowerPoint, video/audio and visual marketing solutions for various businesses in a number of different industries. Below are just some of the clients whose needs I've served during that time.



(EMPLOYMENT HISTORY continued on next page...)

EMPLOYMENT HISTORY (continued)

TranSystems – Kansas City, MO – Graphic Design Specialist for Corporate Marketing – 1-07 to 5-09

Responsibilities: my role was very similar to those of a corporate art director. I was the first full-time graphic artist hired in a company of approximately 1,200 people, in 45 offices across the U.S. My primary role was to manage the visual identity of the company's brand, and guide the marketing staff in the individual offices on properly implementing the identity for all proposals, presentations and marketing collateral, to ensure a unified look. I performed most all other graphic design and multi-media work to meet the needs of the company. Similar to my position at Black & Veatch, I had the unique opportunity to work directly with the chief officers, corporate vice presidents and other members of senior management, many of whom worked in my immediate work area.

Although the corporate graphic designer position was eliminated in 2009, I have continued to serve their creative needs as a freelance graphic designer. They are still my biggest and most consistent freelance client to this day. I just recently submitted my 163rd invoice to them!

Temporary and Freelance Work – 8-06 to 1-07

In between my roles at Black & Veatch and TranSystems, I worked in a number of contract positions, encompassing basic production art, print layout, logo design and website design/maintenance. This work came from various sources, including LandaJob (graphics temp agency), Meyer Partners, Miracle Windows, Pulmonary Physicians of Kansas City, John Knox Village and Ingram's Magazine.

Black & Veatch – Overland Park, KS – Senior Graphic Artist, Corp. Marketing, Branding & Communications – 9-03 to 8-06

Responsibilities: my role consisted of a very wide variety of graphics and multi-media work that needed to be done. I was originally hired to be a dedicated PowerPoint designer/ animator, but my role expanded to include many more responsibilities as they became aware of my overall skill set. I supported the graphic design needs of many departments and divisions, creating customized solutions all within the parameters of the Black & Veatch branding standards. I was like a one-stop-shop for many internal clients. As my reputation for high-quality work developed, I found myself in-demand much of the time.

My position was rather unique, as I was selected to do a lot of work for Black & Veatch's CEO and Board of Directors President. This work included custom graphics and animations for his quarterly PowerPoint addresses to all senior leadership, as well as going into the video-editing studio to produce graphics and animations for his quarterly videos. B&V had over 7,200 employees at the time, with offices in 39 major U.S. cities, and on 6 continents, so my work was often seen by employees located all over the globe.

The Duff Company – Kansas City, Missouri – Contract Graphic Artist from 10-00 to 8-03

Responsibilities: assisted art director with brochure layouts, magazine ads and direct mailers; helped maintain client website graphics; created charts, graphs, original illustrations and other support visuals for printed publications; formatted all text and created images for a textbook published in 2002.

Midwest Research Institute – Kansas City, Missouri – Graphic Artist from 3-99 to 9-00

Responsibilities: created schematic drawings, graphs, tables, diagrams, organization and flow charts, and slide-show presentations to assist the technical staff in presenting research data to clients. Designed layouts and prepared images for large-scale trade show posters.

REFERENCES

Larry McGurn

816-329-8748
Assistant Vice President,
Corporate Marketing,
TranSystems Corp.

Christi Driver

913-669-7650
Associate VP and
Managing Director,
Global Marketing,
Black & Veatch (Water)

Steve Rock

816-812-7213
Executive Director,
Arthritis Foundation,
Heartland Region

Ron Mesmer

913-278-2741
Director of Business
Development,
Simplex-Grinnell

Joseph Bessenbacher

720-556-0696
Director of Sales,
Cima America

PORTFOLIO WEB SITE

To view samples of my work, please visit: www.jeffmcdonaldonline.com