

Kelley McDonald

graphic design | marketing | kelleymacdesign.com

About

I strive to continue my passion of doing great creative work while creating impact, value, and growth for my clients.

Professional Experience

Graphic Designer & Owner, Kelley Mac Design

Gilberts, Illinois (1997-present)

- Design marketing/promotional/editorial materials for various companies. Includes print brochures, digital brochures, posters, trade show displays, website design and social media.
- Develop Marketing campaigns from initial branding & logo development through promotion of services.
- Clients have included utility companies, medical companies, libraries, food companies, and tech industries; from Fortune 500 to small, family-run shops.

Marketing Coordinator, Wheaton Public Library *Wheaton, Illinois (2017-present)*

- Responsible for branding of Wheaton Public Library, including design of all marketing and promotional materials.
- Develop marketing strategies for various events and programs
- Create large-scale displays, signs, posters, brochures, and social media graphics
- Manage creative staff

Art Director, Dallas Child, Dallas Baby, and Home Living Magazines

Dallas, Texas (1996-2001)

- Designed and laid out cover and all editorial pages of the magazine
- Designed full-page ads
- Art directed photographers for cover shoots and location shoots of beautiful homes in the Dallas area.

Art Director, Texas Business Magazine

Dallas, Texas (1996-1997)

- Designed and laid out cover and all editorial pages of the magazine
- Designed full-page ads
- Art directed photographers for cover shoots and location shoots for editorial stories.

Education

University of South Carolina

BA in Journalism, Editorial Sequence, 1991