April MacDonald

GRAPHIC DESIGNER

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aprilmacdesigns.wixsite.com/portfolio

ABOUT ME

Dynamic graphic designer with over 7 years of experience in both print and digital mediums, specializing in brand identity, web design, and marketing materials. Passionate about crafting designs that seamlessly blend aesthetics with functionalilty.

EDUCATION

Bachelor of Arts

Studio Arts with a concentration in Graphic Design

Bridgewater State University
Bridgewater, MA | Class of '16

PROGRAMS

DESIGN

- Illustrator
- Photoshop
- InDesign
- Wordpress
- Elementor
- Figma
- Canva
- Constant Contact
- Send Grid

OPERATIONS

- Monday.com
- Slack
- Trello
- Dropbox
- Google Workspace
- Breezy
- Excel

SKILLS

- Attention to Detail
- File Organization
- Time Management
- Delegation and Collaboration
- Public Speaking
- Leadership/Management
- UI/UX and CSS/HTML Experience

EXPERIENCE

Make Way For Chucklings/Freelance

Graphic Designer | June 2024 - Present

Make Way For Chucklings | Designer for an ALS Organization

- Design of Logo/Brand and Website, T-Shirts, Hats, and Other Merchandise
- Creation and Posting of Social Media Graphics
- Design of Print Materials for Events/Fundraisers

Freelance Designer | Various Graphic Design/Web Design Projects

- Design of Housing Crisis Task Force Report and various print materials for the Providence City Council
- Design of Logo, Branding, and Website for Evolving Psychotherapy

Rev Media Group

Designer/Developer | Jan 2024 - June 2024 | Remote

- Design, production, and editing of websites and landing pages using Wordpress and Elementor
- Design and scheduling of emails using Constant Contact and Send Grid
- Design of print materials such as Postcards, Pocket Folders, Flyers, Seminar Workbooks, Business Cards, Rack Cards, and Trade Show Banners
- Design of logos, PowerPoints, and other digital assets

Olly Olly/Plum Direct Marketing

Design Team Manager/Graphic Designer | Aug 2017 - Dec 2023 | Dartmouth, MA/Remote

Design Team Manager - *Promoted in Sept 2021 after rebrand to Olly Olly*

- Managed a team of 6-11 direct reports mainly based in Nicaragua, and The Philippines. Lead weekly team meetings and supplemental workshops
- Supervised daily operations and scheduling in order to stay on top of production and maintain efficient turn-times and collaborated with other department leads to improve daily operations
- Reviewed portfolios, conducted interviews and lead new-hire training
- Completed design tasks, social media graphics, Google Slides presentations, and other miscellaneous design assets

Graphic Designer | Aug 2017 - Sept 2021

- Created/revised direct mail pieces and designed/recreated logos and other branding materials for various small businesses and financial advisors
- Tailored websites to match branding and sourced/optimized images for various industries