
summary

Currently, I am a freelance graphic designer, who works with a variety of clients and on many diverse projects. I work to create innovative solutions that inspire and foster memorable relationships between brands and their clients. I strive to create usable and polished products through passionate and deliberate design.

CV

ANDRÉ MCDONALD

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21 Marlborough Road, Colliers Wood,
London SW19 2HF

26 November 1979
Husband to Katie and father to
Amélie & Ashton

education

1998 - 1999

HNC Merit
Graphic Design
London College of Printing

1996 - 1998

HND Merit
Civil Engineering
Nescot College

reference

Available on request

work

January 2017 - Present

Freelance Graphic Designer

DixonBaxi / The Football Association
(The FA) / Coty Inc. / Publicis / Tag /
Rainey Kelly / MIP / TBWA / Burtons /
Bodyshop / Marks & Spencers /
Paperchase / LRW Design / Harriman
Steel / 9 Yards / APS / Tribe / Momentum

January 2008 - November 2016

Graphic Designer
Lidl UK

Producing responsive concepts and
finished design to raise the image and
reputation of the brand.
Implementing brand guidelines, planning,
supporting above- and below-the-line
activities and out-of-home advertising for
nationwide campaigns.
Managing client proposals from typesetting
through to design, print and production.
Liaising with external printers on a regular
basis to ensure deadlines are met and
material is printed to the highest quality.

January 2005 - January 2008

Creative Artworker
Land Registry

Working closely with senior members
of the creative team to conceptualise
innovative responses to briefs and
develop campaigns.
Communicating frequently and clearly with
internal members of the creative team,
traffic and account handling.
Reviewing final layouts and suggesting
improvements if required.
Ensuring quality control throughout the
project life cycle.
Accurately estimating resource
requirement and cost, ensuring they fit
within the brief.

key skills

Excellent IT skills, especially with design
and photo-editing software.
Exceptional creativity, innovation
and branding.
Networking.
Excellent time management and
organisational skills.
Accuracy and attention to detail.
An understanding of the latest trends and
their role within a commercial environment.
Professional approach to time, costs
and deadlines.
Able to lead creative discussions and
projects as well as supporting the
team through daily creative requests.

computer skills

InDesign
Photoshop
Illustrator
Dreamweaver
HTML
After Effects
Media Encoder
Acrobat
Word Press
Word
Excel
Powerpoint

interests

Media, technology, food, travel, movies,
cycling, football and family.

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