

# Jeff McDonald

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

## Home Address

11708 West 101st Street  
Overland Park, KS 66214  
jeff@jeffmcdonaldonline.com  
(913) 302-5168



May 18, 2009

Greetings,

My name is Jeff McDonald and I am looking for a position that will continue my growth as a graphic designer/website designer/illustrator. I have been working in this field for 10 years now, and my comprehensive graphics experience, along with my personal hobbies, have provided me with a wide array of creative production and concept development skills. Whether the project involves **layout design for print materials, Web site design, logo and identity design**, creation and maintenance of **brand standards**, complex custom **animation for PowerPoint presentations, conceptual illustration, technical drawings, audio/video-editing** or **comics and cartooning**, you can depend on me to produce quality work in a timely manner.

If you were to ask my clients and co-workers to describe me and my work, you would hear things like: "extremely fast worker; high standards for quality; dependable and always meets deadlines; very easy to work with; eager to help you succeed; a positive, entertaining and enjoyable person to be around." I am consistently inspired to learn new skills related to creativity. The breadth of my skill set makes me very cost-effective, as I can perform many different duties, which helps prevent unnecessary outsourcing, or hiring additional people. I would be grateful for the opportunity to speak with you further about the ways that I could create value for your business.

I enjoy all sorts of creative graphics work and am open-minded about all opportunities. Please take a moment to review my résumé for more information on my professional background, and see if you feel we may have a match. Thank you for your time in reviewing my information and I hope to hear from you soon.

Sincerely,

A handwritten signature in cursive script that reads 'Jeff McDonald'.

Jeff McDonald

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## SOFTWARE EXPERIENCE

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

- Photoshop
- Illustrator
- InDesign
- PowerPoint
- Dreamweaver
- HTML/CSS
- Flash
- MS Office2007
- 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. When it comes to graphics, there is not much that I cannot do! Because my last few jobs have been so similar in responsibilities, I will list here the tasks performed that were common to my previous positions, which encompass my total skill set:

- **Layout design for print media** – design brochures, tri-folds, magazine ads, mailers, 2-sided cut sheets and invitations, as well as custom designs independent of our visual identity; develop template files; layout bi-monthly corporate newsletter
- **Web graphics and HTML** – update graphics for the company web site and intranet; design templates for email marketing, online forms and CD-ROM user interfaces, I've also designed many web sites via previous freelance work
- **Logo/Icon design** – for joint business ventures & new brand elements; recreate low-res bitmap logos into vector format
- **PowerPoint graphics and complex animation** – designed the corporate PPT template (for TranSystems and Black & Veatch) that is used company-wide; looping tradeshow kiosks with audio; format presentations for Chief Officers, corporate VPs and senior leadership; complex animation sequences
- **Video & Audio Editing** – produce video graphics for lobby screen displays, art direct corporate videos, manipulate audio and video clips for custom PPT presentations;
- **Technical illustration** – facility and equipment drawings for proposals, presentations and instruction manuals; I can draw just about anything of a technical nature
- **Large-scale graphics production** – tradeshow booth displays, posters, banners and corresponding collateral
- **Marketing Resources** - Maintain all common-use graphics on our intranet, including: all logo files; office location maps; org charts; visual identity graphics/templates; company photo library; PDF samples of existing collateral; keep brand standards manual current
- **Conceptual Illustration and Cartooning** - spot illustrations for magazine stories; comic strips; caricatures

## EMPLOYMENT HISTORY

### **TranSystems, Kansas City, MO - Graphic Design Specialist for Corporate Marketing from 1-21-07 to 5-4-09**

My responsibilities were very similar to that of a Corporate Art Director. I was the first full-time graphic artists 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 of our individual offices in properly implementing our identity for all marketing collateral, to ensure a unified look. I performed most all other graphic design and multi-media work that needed to be done, which helped save money by keeping as many projects in-house as possible. Similar to my position at Black & Veatch, I had the unique opportunity to work directly with the Chief Officers, Corporate Vice Presidents and other senior management, whose offices were in my immediate work area.

### **Temporary and Freelance Work from 9-1-06 to 1-19-07**

Between Black & Veatch and TranSystems, I kept myself busy with a number of contract positions, ranging from basic production art to print layout to logo design to Web site 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 for Corporate Marketing, Branding and Communications from 9-8-03 to 8-20-06**

My role consisted of a wide variety of graphics and multi-media work that needed to be done, with emphasis on maintaining and promoting the Black & Veatch brand standards. My position was rather unique, in that, I had the opportunity to do a lot of work for Black & Veatch's CEO and Board of Directors President, Len Rodman. This work included original graphics, animation and audio for his quarterly Power Point addresses, 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, with offices in 39 major US cities, and on 6 continents. So, a lot of my work was seen by B&V employees all around the world.

Upon request, I would be happy to submit a detailed work history and a list of all companies for which I have done work as a freelancer or temporary contract employee. Education and Training on back, as well as testimonials and my departure email from my previous supervisor.

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## EDUCATION/TRAINING

### University of Kansas

Bachelor of Fine Arts in Visual Communication (Graphic Design/Illustration): 8-89 through 5-91, 1-96 through 12-98, Summer 2001

### Foss IT Training

Internet Technologies Fast Track Program: 10-week course, Mon-Fri, 8am-4pm (300 classroom hours); 9-2002 through 11-2002  
Flash training course: 3 full days, 8am-4pm (24 classroom hours). April 2005

## PORTFOLIO WEB SITE

To view samples of my work, please visit: [www.jeffmcdonaldonline.com](http://www.jeffmcdonaldonline.com)

## REFERENCES

### Larry McGurn

816-329-8700  
Senior Research Analyst  
and Technical Writer,  
TranSystems

### Jeanne Bojarski

816-588-1869  
Freelance Technical Writer,  
TranSystems / SK&W

### Jennifer Sherwood

816-329-8600  
Marketing Manager,  
KC Office,  
TranSystems

### Karl Koelle

913-345-8900  
Account Manager,  
Print Time

### Penny Dean

816-329-8700  
Corporate Human  
Resources,  
TranSystems

## A FINAL NOTE FROM MY PREVIOUS SUPERVISOR

Below is the email sent out to all senior leadership at TranSystems, announcing that my position had been eliminated from the Corporate Marketing group. I was the only graphic artist in a 4-person group that served the Corporate marketing needs of a 1,200 person firm:

**From:** HQ-Guy Mallozzi  
**Sent:** Wednesday, May 06, 2009 9:59 AM  
**To:** .Market Sector Leaders; .Managing Principals; .Regional Marketing Managers; .LOB Presidents; .Regional VPs; .Client Managers; .Business Development Coordinators; .Director of Operations; Everyone-HQ (Corporate)  
**Subject:** Graphic Design Capabilities in Corporate Marketing

Our friend and colleague, Jeff McDonald, graphic artist here in Corporate Marketing, has left the firm. Our commitment at TranSystems to ensuring that we match internal assets with outside market conditions was the culprit and nothing else. Jeff's work was always top-drawer and as many of you know, his tact and diplomacy was second to none. Additionally, our commitment to continually pushing forward and improving our visual identity is unwavering. Jeff was leading many tasks in this endeavor and his departure will require shifting priorities, but we will be moving forward. We appreciate your patience as we work through this process and we know you join us in wishing Jeff well in his future endeavors.

Thanks.  
Guy V. Mallozzi  
Director of Marketing  
Main: 816-329-8700