

Audrey Scott McDonald

Graphic Designer



CONTACT

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EDUCATION

Samford University, Class of 2023
BFA IN GRAPHIC DESIGN
Summa Cum Laude

ADDY Awards

Birmingham, AL; February 2022
Silver – Leave No Trace Packaging

SKILLS

Software

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD
- Adobe Lightroom
- Procreate
- Wordpress
- AI Integration

Experience

- Creative Direction
- Illustration
- Branding
- Social Media
- Animation
- Typography
- Package Design
- User Experience/User Interface
- Writing
- Photography
- Videography

Interpersonal

- Confident leader
- Interdisciplinary collaborator
- Extensive planner
- Initiative taker
- Problem solver
- Time cruncher

References available upon request

EXPERIENCE

Communications Director

Faith Presbyterian Church
Birmingham, AL; November 2022–present day

All Generations \$31.5M Capital Campaign

- Designed collateral materials, such as booklets, schedules, presentations, etc. for key donor fundraising events during the soft launch phase
- Led the production of both interview testimonial and animated statistical videos for presentations during crucial fundraising events
- Designed materials for public phase, such as devotionals, emails, presentations, pledge cards, merchandise, environmental graphics
- Designed important loan-related documents sent to banks, such as proposal requests and executive summaries
- Created trending social media series with oversight of Brasfield & Gorrie to provide updates surrounding construction progress
- Designed environmental wayfinding signage during building transition

Animated Videos

- Created videos for annual year in review and officer elections using a handdrawn animation style
- Created music animation for *The Corner Room* for 2024 Christmas single

General Leadership

- Led production of videos for staff introductions and congregant testimonials for membership classes and general marketing
- Led branding for large-scale special events, such as conferences, seasonal community events, etc.
- Led photography and videography for campaigns and special events
- Designed collateral for important annual meetings concerning budget, officer election, and the hiring of new employees
- Standardized branding across the board, from as small-scale as email signatures to as large-scale as environmental and interior design
- Partnered with ministries in promoting/planning their community and fundraising events
- Designed important statistical documents that highlight growth
- Designed merchandise
- Produced weekly email newsletter, *The Pilgrimage*
- Produced and designed cookbook/coffee table book, *Around the Table*

Visual Media Intern

Yellowstone National Park, Planning and Interpretive Media Branch
Mammoth Hot Springs, WY; August 2020–August 2021

- Managed the redesign of eleven wayside panels on critical park resource topics; safety panels can be seen by up to 4M visitors annually
- Produced new illustrations and layout of Winter Junior Ranger booklet, made available to 100,000 people each winter
- Redesigned accessibility pamphlet to meet ADA Compliance Guidelines for visually impaired visitors navigating Albright Visitor Center
- Created social media series #TripDayThursday; highest engagement on Instagram, Facebook, and Twitter for June–August 2021; content reached 7-8 million users on Facebook and Instagram
- Created visuals for Congressional presentations in a time sensitive manner
- Created and updated exhibit panels for YNP's natural history museum
- Redesigned YNP youth activity page with original illustrations; offered to Yellowstone visitors with young children driving through each of the five entrances to the park every year