



Audrey Scott McDonald

Skills

Software

Adobe Creative Suite
Procreate
Wordpress

Experience

AI workflow integration
Animation
Communications strategy
Content creation
Copy writing
Creative direction
Exhibition design
Illustration
Logo design
Packaging design
Photography
Publication design
Social media marketing
UX/UI
Videography

Interpersonal

Initiative
Leadership
Problem solving

Contact

audreymcd@gmail.com
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Experience

Creative Director, Faith Presbyterian Church

BIRMINGHAM, AL
NOV 2022 – PRESENT

All Generations - \$31.5M Capital Campaign

Led relaunch of campaign visual identity + marketing

Relaunch generated +\$3.5M towards the project in November 2025

Produced testimonial / statistical videos for presentations

Designed collateral for private phase to inform key donors

Designed collateral for public phase – brochures, newsletters, presentations, pledge cards, merchandise, environmental graphics

Designed collateral sent to banks – proposals, loan requests, executive summaries

Created social media series to provide construction updates

Designed environmental graphics / wayfinding signage during transition

Conceptualized and designed building dedication booklet

Operations

Led production of videos highlighting staff and membership experience

Created visual identities for large-scale events – conferences, special services, retreats, etc.

Developed long-term marketing strategies for various ministries

Main photographer and videographer for special events

Designed collateral for annual meetings concerning budget, officer elections, and the hiring of new employees

Standardized and translated Faith's visual identity across the board, from email signatures to environmental signage

Partnered with ministries in promoting their events

Designed annual statistical documents that highlight growth

FPC's membership has increased by nearly 100% since 2023

Supervised all merchandise design

Produced weekly newsletter

Conceptualized, wrote, and designed coffee table book [Around the Table](#)

Animation

Created informative videos utilizing different animation styles



Audrey Scott McDonald

Education

Samford University

BFA Graphic Design, 2023
Birmingham, AL

Awards

ADDY Awards

Silver - Packaging design, 2022
Birmingham, AL

Visual Media Intern, National Park Service

YELLOWSTONE NATIONAL PARK
2020, 2021

Redesigned wayside panels on critical YNP resource topics

Elk safety panels can be viewed by up to 4M visitors annually

Redesigned Winter Junior Ranger booklet

Made available to 100,000 visitors each winter

Redesigned exhibit panels and iconography for Yellowstone Natural History Museum

Redesigned accessibility pamphlet to meet ADA compliance guidelines for visually impaired visitors navigating Albright Visitor Center, Mammoth Hot Springs, WY

Created social media series #TripDayThursday

Highest engagement across all social media platforms summer 2021

Content reached ~8M users across Instagram and Facebook

Created visuals for Congressional presentations

Created graphics for exhibit panels, informational videos, and other misc. branch projects

Redesigned Yellowstone youth activity page with original illustrations

Still offered to all visitors driving through the five main YNP entrances