



Hello there. I'm very excited to meet you. I have a lot of experience in advertising and design and I think we would get along famously.

On top of my twelve years of experience I have an impressive educational background and the strongest, bravest, most impressive work ethic you will ever see.

So let's chat over some tea, I have so many stories to tell you.

# hello.

**LET'S BE FRIENDS.**  
vmcd@vikkimcdonald.com  
(818) 434 1211



**TAKE A GANDER**

www.vikkimcdonald.com  
instagram .com/vikkitmcdonald

**LET'S CHAT**

vmcd@vikkimcdonald.com  
(818) 434 1211

**EDUCATION**

**Bachelor of Design** (with honors)

Duncan of Jordanstone College of Art & Design, University of Dundee, Scotland

September 2001– September 2005

**Master of Design**

Duncan of Jordanstone College of Art & Design, University of Dundee, Scotland

October 2006 – September 2007

**EXPERIENCE**

5.5 years

**Designer & Art Director**

Runyon Saltzman  
Sacramento, CA

3.2 years

**Designer & Art Director**

Freelance  
UK & USA

3.5 years

**Junior Designer**

Good Creative  
Glasgow, Scotland

**VIKKI LOVES...**

- Advertising
- Writing
- Psychology
- Pop culture
- Knitting
- Murder, She Wrote
- Violin
- Teen TV shows
- Swimming
- Good manners
- Black cats
- Chuck Palahniuk
- Typography
- Müller-Brockmann
- 80s music and film
- Yoga
- Window displays
- Tom Cruise
- Stefan Sagmeister
- Public transport
- Corey Feldman films
- Patterns
- Being helpful
- Hot water

**USEFUL SKILLS**

- Adobe Creative Cloud
- Excellent file management
- Multi-cultural audiences
- Set Dressing
- Prop shopping
- Proofreading
- Boosting morale
- Pitching to clients

**RESPONSIBILITIES**

- Dreaming up golden concepts
- Storyboard creation
- Print & digital design
- Prop design
- Directing still and TV shoots, animators, illustrators & developers
- Collaborating with everyone
- Meticulous production work

**SHINY AWARDS**

- 1 Judge's Choice
- 3 Gold Addys
- 8 Silver Addys
- 3 Gold Communicators
- 1 DDB Scotland
- MISTD Member—International Society of Typographic Designers

**FUN FACT**

Unicorns are the national animal of Scotland.

**FAVORITE VIDEO**

[youtu.be/SeMJ0PIK-0E](https://youtu.be/SeMJ0PIK-0E)

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