

iam

andrea mcdonald

email andrea@mcandrea.com
m 647 688-7220
h 905 839-8615
url mcandrea.com

Profile

Production Artist, Graphic Designer and Photographer with over 10 years experience ranging from high end photo retouching, image enhancement, colour management and photo editing to page layout, corporate identity, imaging and production coordination. I seek an opportunity with a progressive company where I can apply my well-rounded experience.

Career Summary

MASTERFILE CORPORATION

Digital Imaging Artist | 2008-2009

- Facilitated and coordinated a roster of photographers transitioning from analogue to digital by providing constructive feedback on the technical quality of their digital files, enhancing their technical competence while improving the quality of images in Masterfile Library.
- Identified opportunities to automate preflight and collaborated with colleagues and a programmer to develop an automated system that resulted in more accurate and expeditious download and delivery of artist submissions.

Imaging Production Coordinator | 2005-2008

- Developed and implemented workflow systems to efficiently manage high monthly volumes of raw capture images (9000-20000) from various shoots. Improving communication between production teams while streamlining the editing processes.
- Utilized digital imaging technical expertise to convert raw captures into high resolution Tiff files that consistently met or exceeded customer expectation of high quality technically sound images.
- Established good working relations with outsource facility and prepared files for shipment when high volumes necessitated ensuring quality work, in a timely fashion.
- Produced workflow manual and trained staff of 5-12 on asset management software, and retouching techniques to ensure consistency in workflow practices.
- Created FileMaker databases for tracking system and back up maintenance of all in house production shoots that guaranteed (number of) staff prompt access to all original files and any necessary information.

Library Cataloguing | Feb 2010-Dec 2010

- Responsible for cataloguing all analogue assets into the internal library system. Verified, organized and consolidated the assets in the image database program.
- Coordinated logistics for mailings worldwide with clients via FedEx.

IAM

Graphic Designer | 2003-present

- Successfully manage and coordinate graphic design projects from concept through to completion. **Clients include:** Black Photo, Post City Magazine, Little Green Bag Creative, Party Packagers, Crawford Contracting.

iam

andrea mcdonald

email andrea@mcandrea.com
m 647 688-7220
h 905 839-8615
url mcandrea.com

POST CITY MAGAZINES

Freelance Production Artist | 2005

- Collaborated with multiple sales representatives to create ads that consistently met client expectations for print publication.

PARTY PACKAGERS

Freelance Digital Artist / Photographer | 2004-2006

- Photographed product and utilized digital imaging expertise to prepare images for bi-weekly flyers and seasonal costume wall displays while effectively meeting tight deadlines of the creative department.

YELLOW PAGES GROUP

Production Assistant | 2004-2006

- Prepared English and French text for graphic designers to enable speedy turn around in the Ad Production Department and provide opportunity for rapid client approval.

BLACK PHOTO CORPORATION

Team Leader | 2001-2002

- Oversaw 3-5 staff and trained in Photoshop retouching techniques to facilitate quick turnaround during busy seasonal periods.

Digital Imaging Artist | 2000-2002

- Scanned, retouched and enhanced old or damaged photos while also adding or removing backgrounds, people or products and retouching skin imperfections by smoothing uneven tonalities.
- Completed multiple creative/marketing projects that included retail Point of Purchase Displays, poster creation and templates for the digital mini-labs saving Black Photo outsource costs.

Skills & Software

Well versed in the Adobe CS4 Suite, Expression Media, Capture One, Aperture, Lightroom, iLife, FTP Clients, Microsoft Office, FileMaker and knowledge of HTML.

Education

International Academy of Design | Computer Graphics Diploma (Honors) | 2003
Fanshawe College | Advanced Commercial Photography Diploma | 1997
Fanshawe College | Photography Diploma | 1996
Lynda.com | Continually working through tutorials to upgrade my skills

Awards

Award of Merit | International Academy of Design | 2003
For achieving academic excellence in the Computer Graphics Program