



ANITA MCDONOUGH
 Rockford, IL
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SUMMARY

I am an Art Director with design experience in corporate identity, print collateral, print ads, booth graphics, packaging and web interface design. With emphasis on consistency throughout a campaign and a high attention to detail.

TECHNICAL SKILLS

Excellent skills in Adobe CS3 (InDesign, Photoshop, Illustrator, Bridge) and Microsoft Office for the Mac (Word, Power Point, Excel). Past experience with Quark Express.

WORK EXPERIENCE

07-Present | Independent Designer | www.anitamcdonough.com

01-07 | Art Director | Cummings Advertising, Rockford, IL

As an Art Director for 5.5 years I was responsible for print and web design in a full service business-to-business advertising environment. I met with clients, created campaigns and saw projects through to the final printed or online stage. At any given time I had up to nine clients that I was responsible for. My other responsibilities included but were not limited to assisting with quoting projects, directing photoshoots and going on press checks.

02-Present | Designer & Promotions | www.beetcafe.com, Rockford, IL

I am a co-founder of the entertainment site www.beetcafe.com. I assist in the design and promotion of the site. I have also helped setup and run a number of music events in downtown Rockford.

Summers of 99+00 | Assistant Art Director | Cummings Advertising, Rockford, IL

I had a multi-summer internship as an Assistant Art Director. While there I worked with Art Directors and learned the skills and responsibilities of an Art Director in a business-to-business environment. After graduation with a bachelors degree from UW-Whitewater I was hired at Cummings Advertising full time.

98-01 | Lead Artist | Residence Life Promotions, UW-Whitewater, WI

As lead artist I was in charge of assigning projects to a team of three artists. Other responsibilities while here were to design posters, 180+ page booklets and small folded pieces of literature for residents who live on campus.

EDUCATION

Completed May 01 | UW-Whitewater | Bachelor of Arts Degree in Graphic Design and a minor in Advertising.

AWARDS

05 | Wisconsin Graphic Excellence Award for design and print finish
 00 | First place at the Wisconsin State-wide Graphic Exhibition

REFERENCES

Available upon request.

As an energetic, organized and creative member of the advertising industry, I wish to express my strong interest in seeking an opportunity with your organization.

Being an Art Director for over six years has taught me that self-motivation and a team-oriented attitude is vital in this line of work. I am enthusiastic, friendly, dedicated, and enjoy new challenges.

As an independent designer, I look forward to meeting with you to discuss the opportunities within your organization and how I could be an asset to your team.

Thank you for your time,

Anita McDonough
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