

HERITA MACDONALD

Designer – specialising in advertising, publishing, front-end web design, packaging & branding

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CAREER HISTORY

Newsdesk Media, London, Feb 2013 – present

Art Editor for clients such as ICSS, G8, G20 and international governments.

Project manager • design (print, web, app) • image research • repro and print management

Freelance, London, July 2012 – Feb 2013

- Action For A-T charity: recipe book design and illustrations
- Sanamama baby back carrier: packaging design
- Cassell/Aurum: movie poster illustrator for the book *The Greatest Movies You'll Never See* (2013)
- Ovolo Books: contributing designer for *Rock Atlas*

Clark White Publishing, London, Oct 2008 – Dec 2008

Layouts for *Mobile News* and *What Mobile* magazines • inserts and adverts • repro management

EdenCo, London, June – Sep 2008 (freelance), Dec 2008 – June 2012 (contract)

Layouts for Laithwaite's Wine catalogue, Disney's *So Hannah Montana* magazine and prototypes

• sourcing images • scamping • styling photo shoots • re-touching and manipulating images in Photoshop • repro and print management • designing 'makes' • editorial forward planning

Hunter House Publishing, Cape Town, Feb 2006 – Apr 2008

Project manager • editorial forward planning • layout for children's and parenting magazines, including MGA's international *Bratz Magazine* • arranging, assisting and styling photo shoots

• sourcing and re-touching images in Photoshop • repro and print management

SimonSays Advertising, Port Elizabeth, Jan 2005 – Jan 2006

Project manager • designer of corporate identities, brochures, publications, packaging and websites for small businesses • repro and print management

EDUCATION

National Diploma in Graphic Design (graduated 2004)

National Diploma in Fine Art (graduated 2000)

OTHER INFORMATION

- Experienced in Mac and PC • InDesign • Photoshop • Illustrator • Dreamweaver • Quark
 - Freehand • Word • PowerPoint • Excel
- Photographic skills in digital and film: processing, studio and on-location
- Fine art skills in illustration • painting • 3D modelling • stained glass
- Excellent time management, client facing skills, teamwork and communication skills, ensuring the client gets a beautiful product in time and in budget