

CREATIVE DIRECTION • DESIGN • MANAGEMENT • VISION • LEADERSHIP

Portfolio website <https://www.debbiemackallmedia.com>

Linked In <https://www.linkedin.com/in/debbie-mackall-019a585>

A dynamic, seasoned professional with experience on both sides of the desk, from corporate marketing to design firm and entrepreneurial ventures, B2B and B2C

- Brings a broad range of digital creative experience, comfortable working with various technologies and platforms (UI/UX, Graphic Design, Research, Editing, Social Media, etc.)

Skills include but are not limited to

- Consistently brings creative thinking and ideas to life while building trust with the team and clients
- Art directing, collaborating with and orchestrating various photographers, illustrators, writers, designers, programmers and other professionals and vendors
- Communicating effectively with creative and project management staff, engendering trust and respect with excellent written and oral skill
- Expertise with current software including the Adobe Creative Suite, Microsoft Office Suite, Light CSS, SaaS

Communications Focus

Design, Editing, Creative Leadership, Team Building, Mentoring, Creative Strategy, Training, Technology, Personal Growth, Lifestyle, Publishing, and Advertising

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTION | 04/20 to present | *inTandem Health, Inc.*

Responsible for the design, execution of all design standards for the brand. This included all logo materials and branding.

- Website design and revisions
- Proposal designs
- Designed company magazine
- Long-range goal planning for future

CREATIVE DIRECTOR/DESIGNER | 05/95 to 4/20 | *Debbie Mackall Media*

Design, manage and create graphic design and marketing communications collateral for various companies across the US—including logos and corporate identity, websites, brochures, magazines, books— all forms in print and online. Managed other designers and writer teams producing these materials

Key Accomplishments

- Designed a sales collateral system for the Ameritech Consumer and Wholesale Divisions providing a savings of over \$500,000 compared to their previous agency
- Redesigned and produced 500 page Siemens HVAC catalog
- Built and designed MasterCraft consumer products online store website
- Designed and managed production of trade show booth visuals for ReliaQuest sales conventions
- Founded, designed, published and distributed *Evolving Your Spirit*, a local Chicago area magazine. Writing articles, editing, proofreading, coordinating printing, photography, advertising and budgets. Also created startup publications: *Way of the Wilds* and *Sweet Home Chicago*
- Designed, coordinated and produced graphics for various B2B and B2C websites including consulting and managing social media and other marketing efforts

- Ideated, designed and built startup website, producing all artwork for online greeting cards and managing production and launch of www.evolvinginspirations.com
- Design, layout, illustration and product management for coffee table books, children's books and retail books

Brand Experience

MTI, Factor 8, Siemens, Motorola, Ameritech (now AT&T), Mastercraft, Reliaquest, Amtrak, Grainger, Zurich Kemper, CNS, CRC, HealthCom Partners, Amtrak, Corporate Network Services, Monart Art Studios, Montefiori, Gere Marie, IMU Center and others

CREATIVE DIRECTOR | 6/18 to 11/18 | *Market Traders Institute, Orlando, FL*

Hired on several month contract to rebuild the current creative team to function as an agency within the company.

Redesigned all branding and identity. This new vision included collateral, training materials and websites

- Managed a team of artists and writers— creating all web collateral internally and externally
- Managed video producers creating and editing online presentations and live training courses in in-house studio
- Designed and collaborated new look and feel for corporate image
- Created the concept and prototype for new corporate magazine to gain exposure and increase market confidence

ART DIRECTOR | 5/91 - 5/95 | *Gandalf Technologies, Inc., Wheeling, IL*

Responsible for setting up an art department for this data communications company.

Purchased all graphics department equipment, initiated purchases of Macintosh systems, hired 2 additional artists based on increasing work flow

- Designed, managed and produced all corporate marketing collateral, including: 16 page, 6-color quarterly magazine, brochures, sales sheets, data sheets, posters, presentations and advertisements in trade publications and trade show display
- Increased staff to include 2 employees, a Senior Designer and Graphic Artist, as well as hiring other outside designers, production artists and photographers
- Responsible for management of all budgeting and scheduling

MANAGER, PRINT COMMUNICATIONS | 8/87 - 5/91 | *Applied Learning, Naperville, IL*

Hired 4 artists to produce camera-ready artwork and computer generated slides. Department was responsible for designing Corporate Communications printed collateral, ideating and developing appropriate solutions to graphic design projects, as well as product design, reference manuals, AV shows and catalog design and production

OTHER

Wrote, illustrated and published 2 hardcover color children's books, *Be Still* and *What Happens When I'm Asleep?*

FINE ART

Watercolor

Acrylic

Glass Mosaic

Paintings being shown/sold at the Datura Gallery in Ivins, UT