

JAMES MACDONALD

SENIOR DESIGN SPECIALIST | 12+ YEARS EXPERIENCE

Portfolio: behance.net/jhmanufacture

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Content Management (Joomla)
Music Production
Audio & Video Editing
HTML

CONTACT

215.806.1679
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EDUCATION

Arcadia University
2004-2008

Bachelor of the Arts,
Computer Technology.
Concentration in Web &
Graphic Design.

EXPERIENCE

ROTHMAN ORTHOPAEDIC INSTITUTE | JAN 2010 - JUL 2023

Senior Design Specialist

Senior design specialist with 12+ years experience in a competitive corporate environment. Oversaw, designed, and implemented ideas used in national advertising campaigns for the leading orthopaedic practice in the country.

Created designs, logos, and marketing materials used in both local targeted efforts and co-branded campaigns with professional sports teams including the Phillies, Sixers, Eagles, and Big East Tournament. This includes markets in the New York, North Jersey, Greater Philadelphia, and Florida regions.

Other responsibilities include:

Ensuring the integrity of the Rothman brand internally and externally in promotional and advertising efforts both print and digital.

Working closely with various departments including public relations, social media, physician relations, and human resources to make sure all identity and brand needs are met with consistency and professionalism.

Maintaining, updating, and designing content for the RothmanOrtho.com website for all markets.

MEMBER SOLUTIONS | OCTOBER 2008 - DECEMBER 2009

Design Intern

Worked closely with the Marketing Team and the Senior Designer to meet the company's needs from a web perspective as well as overseeing website updates