

Zac McDonald

Award Winning Creative Director



602.670.8591



badideasguy.com



zmcDonaldsdesign@gmail.com



9427 W Mary Ann
Peoria, AZ 85382

Professional Skills

Creative Direction

Brand Management

Apparel Design

Marketing

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Tech Pack

Production/Layout Design

Apparel Production

Advertising Design

Leadership

Branding

Photography Direction

Social Media

Digital Design

Education

Collins College, Phoenix, AZ
A.A., Graphic Design, 2009
B.F.A., Graphic Design, 2012

Objective

To obtain a role that will utilize my skills to both professionally grow the company, my team and myself.

Career Highlights

- 2018 Arizona Designer of the Year awarded by the Arizona Press Club
- 17+ Years in the Graphic Design, Digital Design and Marketing Field
- 15+ Years in Design/Marketing Leadership Role
- 6 Years served in the U.S. Army
- Designed Projects for Marvel, DC Comics, Star Wars, Nickelodeon, WWE and More

Experience

June 2022 - Current

Self-Employed Brand Owner and Founder • *Multiple Brands*

Founded and operated multiple apparel brands distributed across 700+ retail locations throughout the U.S., Canada, and Japan. Led creative direction and brand development from concept through production, establishing visual identities, product lines, marketing campaigns, and brand standards across multiple channels.

Managed the complete product development process, including concept development, graphic design, technical specifications, tech packs, material selection, sampling, and production with domestic and international manufacturing partners. Directed creative projects from initial concept through final execution while maintaining brand consistency, quality, timelines, and budgets.

Developed and executed integrated creative and marketing strategies across e-commerce, social media, email, retail, events, and influencer partnerships. Created campaign concepts, content, and visual assets designed to increase brand awareness, customer engagement, and sales.

Collaborated with retailers, manufacturers, vendors, photographers, designers, and other creative partners to translate brand concepts into commercially successful products and campaigns. Used market research, sales performance, and customer insights to guide creative and product decisions and identify opportunities for brand growth.

March 2019 - June 2022

Marketing and Design Director • *Arizona Organix* • Phoenix, Arizona

Led creative direction and marketing for a \$20M+ annual dispensary business, overseeing brand identity, visual strategy, campaign development, product launches, and creative production across digital, retail, and promotional channels.

Directed the creative team in establishing the overall look and feel of the brand, developing visual standards and ensuring consistency across all customer touchpoints. Oversaw the design and production of advertising, packaging, web graphics, social media content, email campaigns, apparel, retail materials, promotional assets, and event collateral.

Developed integrated marketing campaigns informed by audience research, market trends, sales data, and customer insights. Led creative strategy for product launches, promotional campaigns, seasonal initiatives, and retail activations from concept through execution.

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Awards

2010 - Rocawear Clothing
'Next' Visual Artists

2013 - Arizona Press Club
2nd Place Multipage Layout Design

2013 - Arizona Press Club
2nd Place Cover Illustration

2013 - Arizona Press Club
1st Place Cover Illustration

2017 - Arizona Press Club
2nd Place Photo Cover Design

2017 - Arizona Press Club
2nd Place Photo Illustration Design

2017 - Arizona Press Club
1st Place Illustration Cover Design

2017 - Association Of
Alternative Newsmedia
2nd Place Illustration Cover Design

2018 - Arizona Press Club
Arizona Designer Of The Year

2023 - Founded And Created 5
Brands Carried In Over 700 Retail
Locations Including The US, Canada
and Japan.

Managed outside vendors, production partners, and brand collaborators while coordinating timelines, budgets, deliverables, and quality standards. Partnered with sales and operations teams to develop promotions, product education, and retail initiatives designed to increase customer engagement and support revenue growth.

November 2013 - March 2019 | September 2009 - October 2012

Art Director • *Phoenix New Times* • Phoenix, Arizona

Led creative direction and visual development for editorial publications, developing innovative covers, layouts, and visual concepts designed to engage target audiences and strengthen the publications' overall identity.

Supervised a team of five in-house designers and freelance artists, managing workflow, project assignments, deadlines, and creative quality. Collaborated closely with editors and writers to brainstorm concepts and translate editorial ideas into compelling visual executions.

Managed quarterly creative budgets across two departments, balancing project requirements, staffing, production costs, and creative priorities. Participated in recruiting and onboarding creative team members and mentored new hires to help develop their skills and integrate effectively into the team.

Reviewed, directed, and approved artwork, photography, graphics, layouts, and other creative deliverables to ensure consistency with brand standards and editorial objectives. Directed photo shoots and collaborated with photographers, stylists, editors, and other creative professionals throughout production.

Managed design projects for high-profile and high-end clients, delivering polished creative work while balancing client expectations, deadlines, budgets, and overall project objectives.

October 2012 - November 2013

Creative Director • *Jumpin' Jammerz* • Phoenix, Arizona

Led creative direction and product development for Jumpin' Jammerz, an adult footed pajama and loungewear brand featuring both original and licensed collections. Oversaw the creative process from initial concept and design through production, marketing, product launch, and retail presentation.

Developed original product concepts, graphics, prints, colorways, packaging, and marketing materials while maintaining a cohesive and commercially relevant brand identity. Coordinated product development and production with domestic and international manufacturing partners, managing designs, samples, revisions, timelines, and quality standards.

Managed creative development and licensing initiatives with major entertainment properties and licensees, including Marvel, DC Comics, Star Wars, and other nationally recognized brands. Collaborated with licensing partners to develop products that met brand guidelines, creative standards, and approval requirements while maintaining the commercial vision of the collection.

Directed marketing initiatives across digital, social, retail, and experiential channels. Developed promotional materials, product launches, campaigns, and creative assets designed to build brand awareness and drive sales.

Represented the brand at trade shows, retail events, and industry activations, developing relationships with retailers, vendors, licensing partners, and other business stakeholders. Collaborated cross-functionally to bring products from concept to market while balancing creative direction, production requirements, licensing guidelines, deadlines, and business objectives.