

Patricia McNair

Associate Creative Director/Sr. Art Director

Tampa, FL - Email me on Indeed: [indeed.com/r/Patricia-McNair/d67eb3c63eaefa59](https://www.indeed.com/r/Patricia-McNair/d67eb3c63eaefa59)

Experienced, conceptual art director with a love for psychological profiling of consumer targets.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

WORK EXPERIENCE

Creative Director

Corporate Link - Los Angeles, CA - August 2011 to Present

Efficiently lead and administer creative design projects in support of ongoing marketing and merchandising programs for national recruiter.

Assess market position and trends, devise advertising strategy, and present to senior management. Create design theme and graphics focused on B2B and B2C online and print marketing campaigns. Forge and sustain high-performance production and design teams. Coordinate with Executive Director on selection of papers, inks, and various outside sources / purchases essential to project completion. Review all production materials on key projects and provide signature authority; manage operational, strategic, financial, bid review, staffing, and administrative functions. Ensure compliance with and implement corporate standards.

Selected Achievements:

- Provide creative vision and concept design for a retail contract while meeting strict turnaround schedule.
- Maximize ROI by building partnerships with third-party vendors, graphic designers, and Web developers.

Associate Creative Director/Sr. Art Director

Davis Elen Advertising - Los Angeles, CA - June 1994 to June 2011

Led user-facing graphic design and content development for multiple well-known

clients. Emphasized brand continuity across various media using cutting-edge graphics.

Selected Achievements:

- Successfully completed multiphase projects involving yearly budgets of \$85+ million as the only Art Director on several accounts.
- Credited with delivering unique, focused design concepts promoting monthly retail campaigns.
- Produced and managed jobs through entire production cycle.
concept > design > production > delivery
- Managed creative teams and editors offline and online.

Clients:

TeamViewer, Cisco, Dolby Digital, Toyota Dealers of Southern California, San Diego County Toyota Dealers, McDonald's, Knott's Berry Farm, California Egg Commission, Walmart.

EDUCATION

Bachelor of Arts in Advertising Design

Art Center College of Design - Pasadena, CA

SKILLS

Acrobat (Less than 1 year), ILLUSTRATION (Less than 1 year), Illustrator (Less than 1 year), InDesign (Less than 1 year), Mac (Less than 1 year)

LINKS

<https://www.behance.net/pmacadvent85e3>

ADDITIONAL INFORMATION

Technical Proficiency

Environments:

Mac OS

Tools:

Adobe Creative Suite: Photoshop, InDesign, Illustrator, iMovie, Acrobat, PowerPoint, Microsoft Office.