

My Adjectives

Honest, compassionate, innovative, dynamic, humble, proactive, intuitive, problem-solver, caring and energetic.

Skills

Brand & Identity, Social Media Marketing, Editorial Design, Packaging Design, Presentation Design, Ecommerce, Trade Shows, Art Direction, Event Design, Project Management

Programs

InDesign, Illustrator, Photoshop, Microsoft Office, Google Suite, Basecamp, Robohead, Mailchimp, Squarespace, Knowledge of HTML

Education

Bachelor of Fine Arts,
Graphic Design & Photography
cum laude, 2003
University of Massachusetts, Amherst, MA

Associate Degree in Arts, 1999
*Greenfield Community College,
Greenfield, MA*

Training

Insights for Innovation
IDEO U

Great People Leadership Course, Non-Violent Communication, Peer Coaching, Great Meetings
John Bouffard, Bouffard Associates

Award

Western Mass Women to
Watch Award, 2014

Volunteer Work

Marketing and Communications
Discovery School at Four Corners PTO
Fundraising Committee
Franklin County Crush Tournament Team

Contact

413 475 2282
info@ruthiemcdonald.com
Greenfield, Massachusetts

Experience

Principle & Creative Director | Ruthie M. Design

February 2020 to Present Greenfield, MA

Provide strategy and creative support for businesses including: brand identity, packaging, websites, editorial design, advertising, point-of-purchase displays, digital media, social media management, event promotion, trade show booths, promotional swag, storyboarding, video direction, and photo styling.

Sr. Design Manager | New Chapter, Inc., Subsidiary of Procter & Gamble

August 2015 to January 2020 Brattleboro, VT

Design leader for in-house creative agency. Provided guidance and solutions to drive brand creative while ensuring strategic business and quality objectives were met across all project deliverables. Managed external creative resources to meet company's growing needs as well as mentor team of six designers. Build, implement, and manage processes, budget, and brand guidelines.

Graphic Designer | New Chapter, Inc., Subsidiary of Procter & Gamble

May 2010 to June 2015 Brattleboro, VT

Conceptualized and implemented design solutions for promotional campaigns, print collateral, magalogs, in-store displays, and digital materials. Managed high-volume project schedules, tracked progress and ensured timely deadline-driven delivery of materials.

Co-Founder & Owner | Eutopia Events, LLC

June 2009 to July 2019 Greenfield, MA

Built an award-winning event planning and design company focused primarily on weddings. Planned and executed marketing strategies, oversaw creative executions for promotional materials, and functioned as primary sales support. Developed and maintained client budgets, researched and sourced quality vendors, coordinated and executed day-of management and event styling.

Art Assistant | Wondertime, Disney Publishing Worldwide

March 2007 to January 2009 Northampton, MA

Planned and designed page layouts for magazine departments, developed initial layouts for features, organized assets and delivery of artwork for print production. Assisted with model selection, location scouting, prop styling, planning, and timeline management for photo shoots. Coordinated with production department to ensure a smooth and efficient delivery of assets for print.

Graphic Designer & Marketing Coordinator | The Holbek Group, Inc.

June 2004 to March 2007 Orange, MA

Responsible for creative development of exhibit signage and various interactive components for nature centers and museums. Designed promotional materials and company presentations.

Advertising Production Manager | The Massachusetts Daily Collegian

September 2002 to May 2003 Amherst, MA

Managed design department for daily newspaper. Responsible for hiring and training staff, special insert design, and Executive Board Member.