ADAVION McDONALD

Creative Strategist & Designer / Brand Strategy · Campaigns · Visual Storytelling
adavionmcdonald@outlook.com | (305) 898-1134 | Portfolio: adavionmcdonaldcreative.framer.ai
Miami, FL – Remote / Open to Relocation

Professional Summary

Creative Strategist and Designer with 7+ years building visual work at the intersection of sports, culture, and brand storytelling. I work across the full creative range: concept development, brand identity, visual design, photography, and video, and I bring the same strategic thinking to a campaign brief as I do to a single design. My background in athletics gave me an instinct for audience emotion, narrative timing, and what makes a brand feel real to the people it's meant to reach. I don't separate the idea from the execution. Both have to be right.

Creative Skills & Tools

Creative Disciplines
Brand Identity Design · Art Direction · Digital Storytelling · Graphic Design · Illustration · Photography · Videography · Campaign Development · Creative Strategy

Tools
Figma · Cavalry · DaVinci Resolve · Adobe Creative Suite · Affinity Suite · Midjourney · Notion · AI

Selected Independent Portfolio Works

Toyota x WSU Women in Sports / Storytelling & Social Video Series
Conceptualized and creatively directed a repeatable athlete-interview series that positioned Toyota as an active supporter of WSU women's athletics rather than a passive logo placement. Developed the interview framework, production plan, visual direction, and social package including hero edits, platform cutdowns, and caption copy. Created scalable format adaptable across future programs.
→ **Key Skill**: Visual Narrative; Art Direction, Creative Direction; Sponsor Activation; Campaign

Apple Cup 2025 / Integrated Rivalry Campaign & Fan Engagement
Directed and designed an illustration-led Apple Cup campaign that unified social graphics, mobile wallpapers, and QR-integrated campus posters under one scalable rivalry-week visual language. Built a physical-to-digital engagement funnel that moved fans from on-campus touchpoints to NIL donation and fan engagement destinations, while keeping the campaign premium, shareable, and consistent across formats.
→ **Key Skill**: Campaign; Art Direction; Creative Direction; Fan Activation

ARTVYL VISIONS / Brand Identity
Designed a digital visual system translating the analog texture of vinyl culture into modern, fluid digital assets. This project proves an ability to derive a high-concept brand identity from cultural sources.
→ **Key Skill**: Brand Strategy, Art Direction; Creative Direction; Generative AI

Origins Season: Basketball / Digital Vector Illustration System
Self-initiated deep dive into professional vector illustration for a basketball series. Developed high-quality, reusable visual assets that prove advanced technical mastery and versatility in digital tooling.
→ **Key Skill**: Art Direction; Vector Illustration; Scalable Content Creation

Full project work at adavionmcdonaldcreative.framer.ai

Professional Experience

Social Media Strategist & Creative Lead
Washington State University Athletics / Pullman, WA / July 2023 - February 2026

Led creative strategy and content production for a Power Four athletics department as the primary social media creative, managing a team of student interns and collaborating cross-functionally with Marketing, Sports Information, Graphic Design, and Sponsorship teams.

- Maintained a high-volume production pipeline of 8-10 assets weekly across Adobe Creative Suite, delivering at speed without sacrificing visual quality.
- Grew Instagram following by 5,000+ and X/Twitter following by 10,000+ through content strategies built on cultural insight and platform-native storytelling.
- Directed multi-platform narrative rollouts across Instagram, X/Twitter, and Facebook, maintaining visual and tonal consistency from concept to final post.
- Built an AI-integrated production workflow using Gemini and Perplexity inside a Notion framework, increasing content iteration speed and asset output by 237%.
- Led and mentored a student intern team across live game coverage, trend content, and Instagram Stories, holding brand consistency across all real-time output.

Creative Content Strategist & Video Coordinator – Women's Basketball
University of Akron / Akron, OH / August 2019 - March 2023

Served as creative partner to coaching and marketing stakeholders, producing photo and video content that supported fan engagement, recruitment, and team brand storytelling in a Division I environment.

- Directed full video production cycles from shoot to post, handling color grading, graphics, and editing in Adobe Premiere Pro alongside photography capture to build platform-ready storytelling assets.
- Designed graphic assets across team campaigns and partner activations, contributing to a consistent visual identity that supported both audience growth and brand recognition.
- Maintained brand consistency across all creative output, standardizing asset formats while tailoring narrative style for platform-specific contexts including vertical video and digital graphics.
- Developed visual identity assets and photography-driven content that shaped the team's brand across recruitment, fan engagement, and program storytelling in a Division I environment.

Education

B.S. Sport Management (Business Focus) / University of North Florida / Jacksonville, FL / 2017
Dean's List x 4 Semesters
Vice President of Sport Management Alliance Club

Certifications

AI for Work and Life / University of North Florida / 2025
AI Fluency: Framework & Foundations / Anthropic / 2026

References available upon request.