

Digital Designer

Glasgow, Scotland

G31 3SE

07843812746

hello@eilidhmacdonald.co.uk

View portfolio:

eilidhmacdonald.co.uk

Design Tools:

- Adobe Creative Suite
- Figma
- Sketch
- Wordpress
- Framer
- Webflow
- Wix, Squarepace, etc
- Microsoft Office
- Asana, Monday, Slack, etc
- Hootsuite/Social Pilot

Skills:

- Graphic Design
 - > Layout & Print Design
 - > Typographic Hierarchy
 - > Font Selection & Pairing
 - > Composition
 - > Visual Hierarchy
 - > Colour Theory
- Branding
 - > Logo Design
 - > Brand Identity Development
 - > Tone of Voice
 - > Brand Guidelines
- UI/UX Design
 - > User Research & User Testing
 - > Wireframing
 - > Prototyping
 - > UX Design Principles
 - > Interface Design
- Web Design
 - > Responsive Design
 - > Basic HTML & CSS
 - > Web & Accessibility Standards
- Video Creation
 - > Motion Graphics
 - > Video Editing
- Marketing
 - > Design for Social Media
 - > Trending Content & Algorithms
 - > Filming Social Media Content
 - > Social Media Post Dimensions
 - > Social Media Best Practices
 - > Email Marketing Design
- Other Skills
 - > Organising & Managing Files
 - > Problem Solving
 - > Working at a Fast Pace
 - > Strong Attention to Detail
 - > Project Management

Education

September 2018 - July 2021

- **BSc Hons in Digital Design** Glasgow Caledonian University

2:1 Bachelor of Science with Honours in Digital Design

Thesis title: "How might design be used to create trust between brand and consumer within the cosmetic and skincare industry?"

August 2016 - June 2018

- **HND Visual Communication** City of Glasgow College

Higher National Diploma & Higher National Certificate in Visual Communication

Employment History

June 2024 - Present

- **Brand & Design Manager** WORQ Group

Promoted to Brand & Design Manager following a company restructuring. In this role, I collaborate closely with the Digital Marketing Manager in a small team, overseeing the Design Assistant and TikTok Content Creator. Together, we craft annual marketing strategies for a variety of brands across a wide range of sectors, including bars & restaurants, hotels, construction, and a beverage brand. I am responsible for ensuring all content aligns with brand guidelines and the brands tone of voice, while managing the creation of visual assets across print, digital, and social media platforms to elevate the company's brand identity. I design diverse materials, from marketing collateral to website visuals and social media content, tailored to resonate with target audiences. Working closely with stakeholders, I ensure design projects are aligned with business objectives, consistently delivering high-quality results within deadlines.

January 2024 - June 2024

- **Design Assistant** WORQ Group

Assisted the Brand & Operations Manager in creating and executing engaging marketing campaigns for over 12 brands, collaborating closely with the Social Media Manager to ensure cohesive and effective content across all channels. Designed a wide range of promotional materials tailored to each venue's brand identity, consistently meeting tight deadlines while driving increased engagement and visibility across multiple platforms. Managed and updated the websites for all venues, ensuring content was current and up to date. Additionally, I was responsible for designing and ordering all printed materials, including menus, posters, flyers, and other collateral, ensuring high-quality and brand-consistent assets for each venue.

July 2023 - December 2023

- **Bar Team Leader** VEGA @ Yotel

Led and managed the bar team in a busy bar & restaurant. Managed stock ordering, and trained new team members. Developed and promoted visually striking cocktails for menus and specials, enhancing the customer experience and driving sales.

January 2022 - July 2023

- **Bartender** VEGA @ Yotel

Bartender & server at a cocktail bar located on the top floor of a Glasgow City Centre hotel, crafting and serving classic & signature cocktails. Delivered exceptional customer service in a fast-paced bar and restaurant.

July 2021 - December 2021

- **Team Leader** Cineworld

Part of the management team at the busiest cinema in the UK, handling both front and back-of-house responsibilities. Managed staff allocation based on business levels, resolved customer complaints, ran cash office procedures, and handled stock ordering.

November 2016 - July 2021

- **Team Member & Social Media Admin** Cineworld

Worked in a customer-facing role at IMAX cinema in Glasgow Science Centre during University. The site closed in March 2020 due to COVID-19, and I transitioned to the busier city centre location when cinemas reopened in July 2021.