

ADAVION McDONALD

Creative Strategist & Designer / Brand · Motion · Visual Storytelling

adavionmcdonald@outlook.com | (305) 898-1134 | Portfolio: blackllamavisuals.myportfolio.com

LinkedIn: linkedin.com/in/amcdonald05 | Moscow, ID – 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, motion design, photography, and video, and I bring the same strategic thinking to a campaign brief as I do to a single frame. 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 · Motion Design · Art Direction · UI/UX Design · Digital Storytelling · Graphic Design · Typography · Illustration · Photography · Video Production · Campaign Development · Creative Strategy

Tools

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

Selected Independent Portfolio Works

Game Day Stats Cards / Data Visualization & Motion Systems Framework

Conceptualized a modular system for animating real-time data in Figma/Cavalry. Built with a scalable component library to ensure style and logic remain flawless across diverse sports and league templates.

→ **Key Skill:** Operationalizing design systems; Modular, Data-Driven Motion Graphics

PRIMITIV ORIGINS / Comprehensive Brand Identity

Developed a full brand identity from scratch for a conceptual streetwear line. Defined the complete visual language: logo, color palettes, typography and established positioning from initial mood board through wearable product mockups using Midjourney AI.

→ **Key Skill:** End-to-end Brand Strategy; Art Direction; Commercial Visual Language Mapping; Generative AI

ARTVYL VISIONS / Cultural Translation 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:** Conceptual Art Direction; Cultural Synthesis; Analog-to-Digital Translatability; Generative AI

Origins Season / Editorial & Iconography System

Self-initiated deep dive into professional vector illustration for a basketball series. Developed high-quality, reusable iconography and editorial assets that prove advanced technical mastery and versatility in digital tooling.

→ **Key Skill:** Technical Mastery; Advanced Vector Illustration; Scalable Editorial Content Creation

Full project work at blackllamavisuals.myportfolio.com

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, motion graphics, and editing in DaVinci Resolve/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 editorial 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

Certifications

AI FOR WORK AND LIFE / UNIVERSITY OF NORTH FLORIDA / 2025

References available upon request.

