

OLIVER MACDONALD

art director



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Bio in a nutshell

I'm an Art Director with a background that spans Advertising, startups, and now FinTech.

Born in Venezuela and raised in South Florida, I'm bilingual in English and Spanish. A jack of all trades, master of some.

Skills

- Figma / Sketch / Abstract
- Adobe Creative Cloud
- Ableton Live / Audio editing
- Wordpress + HTML / CSS editing
- Private pilot license
- Bilingual in English and Spanish

What I'm Into



Real Madrid



FIFA



House / Progressive



Passport stamps

Internships

2012 – 2013

SapientNitro, Mullen, Alma, Razorfish

publicis
sapient



alma

Got my feet wet at digital agencies, traditional ones, and one that spoke Español in Miami, Boston, and New York.

My experience

2020 – Present

SoFi

Senior Art Director



Helping people get their money right through social media (organic and paid), landing pages, email, display, and even broadcast—all in-house as much as possible.

2017 – 2020

Zume Inc.

Brand Designer / Art Director



Went in-house at a food logistics tech startup where I helped create their branding, led their website build, and designed all sorts of things from employee swag to internal thank you cards.

2017

Mekanism / Jack Morton / Swirl

Freelance Designer



0202 JACK MORTON

Gave freelancing a go at a few shops in San Francisco, all giving me more experience in traditional, digital, and even event design.

2014 – 2017

DDB San Francisco

Junior Art Director



Was fortunate enough to have worked with amazing Creative Directors who helped shape the start of my career. Got to produce several projects, gaining crucial production experience.

2012 – 2013

Miami Ad School

Advertising

MIAMI AD SCHOOL

The best decision of my life, MAS gave me the tools and opportunities to truly excel in my professional career. Many fond memories, including countless all nighters. All worth it.

2007 – 2011

Florida International University

B.S. Mass Comm., Advertising

FIU Communication Journalism

Studied abroad in Seville, Spain where I was later selected for a marketing internship at Heineken Spain. An internship in Madrid at the ad agency Vivocom followed after that.