

## Deborah S. McKinney

• *Creative Director ~ Strategic Innovator ~ Visual and Verbal Communicator* •

<http://mckinneylevinestudio.com> • 904-655-6303 • [deb@mckinneylevinestudio.com](mailto:deb@mckinneylevinestudio.com)

### Professional Profile

Recognized as creative problem solver and team leader; Advertising design professional skilled at divining client needs; Thought leader providing creative ideation with clear visualization; A graphic designer with illustration skills and marketing acumen; Strategic and innovative thinker with a quick study awareness for the new; Organized and competent in a variety of media and interactive communication systems including print, web, broadcast and nontraditional marketing methods; Recognized for effective B2B and B2C marketing campaigns increasing revenue; Thrives in business and creative environments and on deadlines. Industries include: Real Estate, Insurance, Health Care, Giftware/Consumer Goods, Banking, Education, Marketing and Entertainment.

### Areas of Expertise/Core Competencies

Designer ~ Visual Conceptualization and Implementation ~ Brand Strategy & Management ~ Producer ~ Marketing Strategies ~ Internet Marketing / Social Media ~ Product Development and Design ~ Print & Digital Media Communication ~ Graphic Design ~ Advertising ~ Creative Direction ~ Product Development ~ Illustration ~ Sequential Art ~ Adobe Creative Suite ~ Front-end Developer ~ Presentation Poise

**Book Author/Illustrator:** *The Artist and the Environment; A Day in the Woods; To Fly Like a Bird; The Tree, the Crazy Leaf and Me; and Oscar the Secret Agent.*

**Public Speaker:** *Homelessness at 12 Who Care awards; History of AIGA Jacksonville; Art, Illustration and Ecology*

### Professional Experience

**McKinney Levine Studio, Inc. • May 1989-Present -- President, Creative Director**

Develop brand identities as well as manage strategic implementation of marketing ideology. Conceptualization and execution of visual assets for integrated marketing systems with keen eye for consistency and creative integrity. Design comprehensive

creative assets for use across all media platforms; manage the direction of copy continuity and message integrity. Experienced team leader, art director, photo/video editor, and account services with work in broadcast and print. A creative spirit with developed awareness of new techniques and innovative methodologies. Owner of integrated marketing/visual communications studio providing art, graphic design, copy writing, scripts, storyboards, advertising, photography, video/sequential art, illustration and information architecture. We provide strategic solutions for businesses that evocatively relate to the human experience in both broadcast, print, display and non-traditional marketing.

**University of North Florida • Aug 1997 to present -- Visiting / Adjunct Professor**

Classes include: graphic design, basic computer images, typography, advertising design, and 2-D design. Work in computer lab, provided presentation lectures and design/production demonstrations.

**Renaissance Creative • Aug 2003 to Feb 2009**

**Chief Brand Officer & Assistant Creative Director**

Design / Art Direction and project management for advertising including print and broadcast; logo design; sales center design; way-finding systems; interactive communication systems; photography and production supervision; as well as brand management through all phases of production including estimate/invoice generation and systems analysis. Worked closely with clients, owners, media buyer, public relations personnel, graphic designers, architects, interior designers as well as other vendors. Successfully managed client expectations and provided timely, effective deliverables from the creative team driving traffic and increasing sales.

**The Hamilton Group • Jan 1980-Feb 1989 -- Senior Design and Production Director**

Responsible for the concept, design and execution of direct marketing devices for mail, print advertising, collateral, point of purchase displays and package design for giftware and collectible industry. Assisted in creation and evaluation of product development as well as marketing strategy. Sketch artist, designer and retoucher for product development, and continued to work with product development after leaving.

## Awards

- Mark of Excellence from Kimberly Clark Corporation for my company Christmas Card design which they later used in a national paper promotion.
- Forty-four awards from The Direct Marketing Association
- Many Echo awards
- Fifteen from Jacksonville and Florida Advertising Federation
- Twelve Laurel Awards and National Association of Home Builders awards.
- Awarded the Jefferson Metal from the American Institute for Public Service
- 12 Who Care award for Outstanding Commitment to Community Service for my work
- with the I.M. Sulzbacher Center for the Homeless. 2002
- AIGA Jacksonville, The One Show
- Jacksonville University, Faculty show
- Judge at Printing Industries of Florida Jacksonville chapter show
- University of North Florida Faculty show 1998, 2002, 2003, 2009, 2011, 2012
- Florida School of the Arts Faculty Show 2001
- History of AIGA Jacksonville from 1989 to 2000 presentation to chapter
- Imagination Squared Jacksonville Museum of Contemporary Art 2010
- Artist and the Environment, ecological workshop at UNF 2010
- AIGA Jacksonville Student Portfolio Review every spring from 1989 to present
- Judge in Student Portfolio review for Flagler College 2009, 2010
- Portfolio Showcase at SCBWI 40th Anniversary Conference 2011
- Platinum Remi Awards 2010, 2013

## Organizations

Past President, Vice-president, and Treasurer as well as one of the founding members and now on the advisory board – *The American Institute of Graphic Arts Jacksonville Chapter AIGA-the professional organization for design*

Member of and associated with: The Jacksonville Museum of Contemporary Art, Cultural Council of Jacksonville, *AIGA Jacksonville Chapter*, Society of Children's Book Writers and Illustrators, World Affairs Council, Cummer Art Museum, Green Building Council, Urban Land Institute, Cradle to Cradle, Wiser Earth, and The Long Now.

## Public Service

Donate time, artwork and services to not-for-profits such as: local church, *Urbi et Orbi Communications*, Lea's Place, I.M. Sulzbacher Center for Homeless; smile and act courteously living by the Golden Rule.

## Education

**Master of Arts**, Syracuse University, Illustration

**Bachelor of Arts**, Florida State University, Visual Communications

**Co-op Study Program**, Florida A&M University, Graphic Arts Technology

**Concepts & Execution**, Dynamic Graphics Education Foundation, Chicago, Illinois

**Midwinter Creative Workshop**, D.G.E.F., Orlando, Florida

**Illustration South**, University of North Florida, Jacksonville Beach, Florida

**Web Design 2000**, Thunder Lizard Productions, Hyatt Regency, Atlanta, Georgia

**AIGA National Conferences**, San Antonio; Chicago; Seattle; New York

**Society of Illustrators**, New York

**University of Florida IFAS Extension Program**, Florida Master Naturalist

**Plein Air Painting Workshop** with Mark Hanson, Amelia Island, Florida

**Universal Mind**, Orlando, Florida Flash Camp

**Society of Children's Book Writers and Illustrators** 40th Anniversary Conference

**WorldFest International Film Festival** in Houston, 2004, 2005 and 2013

Subscription to Lynda.com –2009 continuous, lifelong learning

**“Crash Course in Creativity”** Stanford University's Venture Lab

Continuous learning of new software and new systems using various media and innovations