

Deborah S. McKinney

<http://mckinneylevinestudio.com>

904-655-6303 • deb@mckinneylevinestudio.com

Advertising design professional skilled at divining client needs and providing creative ideation with clear visualization. Effective team leader, project manager with presentation poise; a graphic designer with illustration skills and advertising acumen. Proficient in Adobe Creative Suite software and office management programs. Strategic thinker and innovator; quick study; highly organized and competent in a variety of media and interactive communication systems; competent in print, web, broadcast and non-traditional media.

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, creative director, and account services with work in broadcast and print. A benevolent, 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 • 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 owners, media buyer, public relations personnel, graphic designers, architects, interior designers as well as other vendors. Managed client expectations and deliverables.

The Hamilton Group • 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.

EDUCATION

Master of Arts, Syracuse University,

Major: Illustration

Thesis Book: *Illustrator's and Painter's Role in the Elevation of Societal Awareness of Ecological Issues*. The Artist and the Environment.

Bachelor of Arts, Florida State University,

Major: Visual Communications, Minor: Art History

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 – continuous, life-long learning

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

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

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, The Natural Step and The Long Now.

PUBLIC SERVICE

Donate time, artwork and services to Community Presbyterian Church, *Urbi et Orbi Communications*, Lea's Place, I.M. Sulzbacher Center for Homeless, former Secretary & Public Relations for Fletcher High School Band; pick up trash; keep sunny side up; and act courteously living by the Golden Rule.

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
- Several 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
- *The Tree, The Crazy Leaf* and *Me* by Eve Lucken (published book layout & hand lettering by me)
- Platinum Remi Awards 2010, 2013

REFERRALS

“... I was glad to have her on my team... Her talent for creating evocative visual communication, coupled with her ability to manage multiple projects at once made her a valuable asset to our company.” —Tim Hamby, President, co-creative director, Renaissance Creative

“Deborah’s talent for design problem solving, attention to detail and marketing strategy have become a valuable addition to our team. She has literally helped save my business!” —Robert Moynihan, Ph.D., editor-in-chief and founder of *Inside the Vatican* magazine

“We are a commercial real estate company and we are constantly having to produce creative marketing content and presentations (including print, digital and social media) to attract and retain our clients. Deborah has been instrumental over the years in helping us create this content. She not only

worked on one-off assignments, but helped in creating templates for presentations that we continue to use to this day. As real estate brokers and developers we tend to be "analytical" types and it is very important that we have a marketing person who is not only creative but who can converse and extract the financial information from us and turn it into something visually appealing and informative. It takes a truly creative and patient individual to be success in this role. She had to balance numerous assignments from different brokers with different deadlines, and always did so with a smile on her face. She is a talented and hard working person and I would highly recommend her for any position."

—Keith Goldfaden, Vice-president, Hallmark Partners

"Deborah has done all of our art work for ads, logos, web design and marketing communications for the past 3 years. She is quick, effective, creative and responds well to our needs in every respect. Deborah was able to effectively interpret our doodles and vague concepts and turn them into real art work that met our needs successfully using new methodology, new media and the latest techniques. We recommend Deborah highly for any art position. We think she would be an excellent teacher of aspiring young artists, bringing to bear her real world experience and her innate talents as an artist."

—Ted Sorensen, P.A., Gunn Management

Keith Goldfaden, Vice President (904) 363-9002

Hallmark Partners

6675 Corporate Center Parkway

Jacksonville, FL 32216

Naomi Lumley, Director of Marketing, or Walter O'Shea, Vice President (904) 599-9011

The Hines Corporation

Palencia, A Hines Community

605 Palencia Club Drive

St Augustine, FL 32095

Dr. Debra Murphy, Professor and Chair, (904) 620-4037

Department of Art + Design

University of North Florida

Bldg. 45 Room 2416

1 UNF Drive, Jacksonville, FL 32224

Ted Sorensen, P.A. (650) 949-4900

Gunn Management

40 Main Street,

Los Altos, CA 94022