



NATALIE MCNEIL

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Summary

Creative professional with expertise in brand identity design and team leadership. Proven success at JCPenney Headquarters in enhancing brand visibility. Skilled in Adobe Suite and strategic design, driving marketing project success.

Skills

- Layout design
- Brand identity design
- Creative concept development
- Art direction
- Expert adobe suite
- Advanced typography
- Design project management
- Packaging design
- Print design
- Social media graphics
- Infographics creation
- Presentation design
- Digital illustration
- Team leadership
- Stakeholder collaboration
- Creative problem solving

Experience

Peanut & Mugsy | Frisco, Texas
POD Business Owner / Designer
08/2023 - Current

- Led social media strategy and marketing efforts to elevate brand awareness and customer engagement.
- Investigated new technologies that could improve efficiency within the organization.
- Updated website content regularly according to current trends within target markets.
- Identified markets for designs based on age, gender and lifestyles.
- Examined product samples, adjusting designs to achieve desired results.
- Thoroughly researched design topics and studied information pertaining to topics.

Natalie McNeil Design | Frisco, TX
Freelance Graphic Designer
04/2011 - Current

- Produced promotional displays, packaging and marketing collateral for retail environments.
- Delivered comprehensive print design projects, including brochures and flyers, from initial concept to final production.
- Selected colors and themes while adding functionality to create new designs.
- Worked closely with marketing teams to develop cohesive brand identity designs and promotional materials.
- Oversaw print design and marketing collateral from concept to completion.
- Presented design concepts to stakeholders, articulating design choices and revisions as needed.
- Reviewed final layouts, making improvements and suggestions as needed.

At Home Decor Superstore | Plano, TX
Creative Content Manager
04/2018 - 01/2020

- Curated products to boost promotional activities on online platforms.
- Performed regular audits of existing catalogs to ensure accuracy and relevancy.

- Coordinated with other departments on cross-functional projects related to content creation or promotion.
- Proposed enhancements after thorough evaluation of functionality.
- Guaranteed precise samples for photography sessions by assisting both merchandising and photography teams.
- Organized product sample tracking efficiently through a digitized workflow.

Mary Kay Cosmetics Ltd | Addison, TX
Account Manager
 11/2017 - 02/2018

- Coordinated communication across project owners and creative teams to ensure alignment at each lifecycle stage.
- Oversaw creation of bespoke workflows for various creative needs.
- Recommended optimized solutions for enhancing process efficiency.

InnerWorkings | Plano, TX
Creative Project Manager/Senior Graphic Designer
 04/2016 - 11/2017

- Assumed responsibility as sole creative project manager on account.
- Managed creative projects ensuring seamless collaboration and delivery of high-quality designs.
- Enhanced efficiency by managing resources through advanced ticketing systems.
- Formulated strategies enhancing synergy between creative groups and clientele.
- Participated in brainstorming sessions with team members to generate ideas for upcoming projects.
- Analyzed and interpreted client briefs to create designs that meet business objectives.
- Oversaw the production process, including selecting paper, inks, and finishes for print materials.

Success Partners | Lake Dallas, TX
Art Director
 06/2015 - 08/2015

- Redesigned magazine aesthetics to achieve modern and cohesive branding.
- Developed innovative point-of-sale pieces tailored for client engagement.
- Executed high-impact banners to boost online branding efforts.
- Collaborated with teams to enhance visual branding for beauty sector clients.

JCPenney Headquarters | Plano, Texas
Art Director
 11/2014 - 02/2015

- Aided in preparation for comprehensive layout reviews alongside senior directors.
- Delivered quality materials by liaising with diverse teams under tight deadlines.
- Oversaw the accurate and prompt application of adjustments to direct mail submissions.
- Developed resources to support team members in meeting client demands.

Oliver Fox Advertising Agency | Plano, Texas
Head of Creative
 06/2014 - 11/2014

- Guided creative processes to ensure consistency with client values and essence.
- Supervised creative works from beginning through end guaranteeing excellence.
- Coordinated with account executives to meet client goals within agreed timelines and financial constraints.

JCPenney Headquarters | Plano, Texas
Marketing Project Specialist
 08/2012 - 05/2014

- Engaged in planning sessions with art directors to execute successful photo shoots and marketing materials.
- Managed collaboration across various teams to guarantee correct merchandise appeared in printed materials.
- Facilitated immediate updates, enhancing time and budget management.

Education and Training

University of Arkansas, Fort Smith, AR | Fort Smith, AR

Bachelor of Science in Graphic Design

05/2009

University of North Texas | Denton, TX

Some College (No Degree) in Graphic Design

Accomplishments

- Gold ADDY award recipient