

# Carlyle MacDonald

MULTIDISCIPLINARY DESIGNER

## CONTACT

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## EDUCATION

**Pratt Institute**  
Brooklyn, NY | 2015-2019  
BFA Communications Design  
Art Direction Focus  
Minor in Sustainability Studies

## SOFTWARES & SKILLS

Adobe Creative Suite  
Google Suite & Analytics  
Microsoft Office Suite  
Social Media Marketing  
Content Creation  
Web Design  
Business Management  
Industrial Design  
Physical and Digital Prototyping  
Window Design and Painting  
Fine Woodworking  
Project Sketching and Plans  
Project Proposals and Invoicing

## AWARDS & PUBLICATIONS

**Table Magazine**  
Spring 2020 Publication  
Styling Byline  
Print and Digital Editions of high end  
regional lifestyle magazine

**Vendor Markets**  
Pittsburgh, PA  
Washington DC  
New York, NY  
Showcase high end woodworking  
products at a variety of juried  
markets and showcases

**Pratt Show Exhibition**  
Pratt Institute 2019  
Selected among graduating class to  
exhibit select work during NYCxDESIGN  
Pratt Design Show

**3 Communications Design  
Archive Awards**  
Pratt Institute 2017-2019

## WORK EXPERIENCE

### Found Woodworks *Small Business Owner, Woodworker, Designer*

Pittsburgh, PA | 2019-present

Manage all aspects of a small woodworking studio crafting artful home wares, handling creative, business, and sales responsibilities independently.

Led the complete design build-out of the brand, including the e-commerce website, digital and print promotional materials, wholesale logistics, and product catalogs. Style, direct, and create all content for highly curated social media marketing, boosting engagement and brand recognition by incorporating emerging internet trends into sophisticated product content.

Provide excellent and personal customer service for all prospective and returning customers; from initial planning stages through completion and delivery for custom projects, to potential customers at vendor events, as well as online and wholesale accounts.

### Maya's Crayon *Creative Director and Designer*

Sewickley, PA | 2021-2022

Established and operated a high-end framing and artwork digitization start-up for children's artwork, in partnership with gallerist and frame shop owner. Orchestrated all aspects of pre-launch logistics, including marketing and design strategies, website creation and maintenance, as well as customer account management and all artwork digitization and editing.

Collaborated with a small team to develop streamlined process for ordering, payments, shipping, and physical product and packaging production systems. Led training sessions to equip team with expertise in artwork digitization - editing, layout, proofing, and print ready files.

### Freelance Window Designer

Pittsburgh, PA | 2019-present

#### Adda Coffee and Tea 2022-2024

Design and hand paint unique window displays for a chain of coffee shops in Pittsburgh, updated seasonally and catered to each individual store's building architecture and atmosphere.

#### Gather Sewickley 2019-2020

Planned and executed retail window displays for high end home decor boutique, integrating store merchandise along with creative seasonal handmade props, hand painted windows, and display pieces.

#### Trek Development 2023

Hand paint engaging and welcoming seasonally updated window designs for residential properties.

### Shelton Design/Build *Carpenter's Apprentice*

Pittsburgh, PA | 2020-2021

Residential renovation carpenter for high end, design forward homes. Gain expert experience working on a variety of projects ranging from demolition, framing, tiling, painting, and trim carpentry.

Exhibit full control of power tools, building techniques, and fabrication methods. Determined materials needed for projects in advance, worked with timeline and budget to prioritize tasks and execution within small cross-discipline teams.

Interpreted blueprints and plans at every step of build process; as well as adapt to design updates during build out to achieve finest finish standards.

### Gather Sewickley *Visual Designer & Sales Associate*

Sewickley, PA | 2019-2020

Styled and photographed monthly print and digital advertisements using store merchandise for company publications, social media, and regional magazines.

In store sales associate and store visual merchandiser; assisted customers shopping for highly curated high end gifts and home decor.

### Pratt Institute *Staff Designer & Communications Design Undergraduate Assistant*

New York, NY | 2017-2019

Designed informational and promotional emails, fliers, and posters for the Pratt Institute Communications Design Office. Coordinated between department Chairs, Offices, faculty, and students for design projects, events, and meetings.

Assisted students daily; directed the, to proper faculty members, solved scheduling and online portal issues, as well as general questions and information.