



Jonathan McIntosh

www.aerwave.media | aerwave@gmail.com | 1-646-715-8191

**Summary** I am a multi-disciplinary creative designer, director and consultant with over twenty years of experience producing and managing brand, print, digital, web and marketing for fashion, beauty, retail, hospitality, corporate, and start-ups.

- Experience**
- DESIGN SPECIALIST**  
Jul 2022 – Present  
Full-time
- Macy's / New York, NY
- Conceptualize, design and implement print and digital campaigns, marketing collateral, and web pages.
- SENIOR DESIGNER**  
Apr 2021 – May 2022  
Full-time
- Constellation Brands / New York, NY
- Conceptualized, designed and implemented print and digital marketing collateral, web pages, and rich interactive media.
  - Managed multiple brands and collaborated with producers and writers.
- Brands included Empathy Wines, Meiomi Wines, Simi Winery
- GRAPHIC DESIGNER**  
Oct 2017 – Dec 2020  
Freelance to Full-time
- Eileen Fisher / New York, NY
- Conceptualized, designed and implemented print and digital marketing collateral, web pages, and rich interactive media.
  - Collaborated with line, creative, and buying teams to develop and design seasonal showroom and retail store look and feel.
- UI DESIGNER**  
Aug 2017 – Sep 2017  
Freelance
- Gwynnie Bee / Long Island City, NY
- Conceptualized, designed and organized web pages, digital marketing collateral, and desktop, mobile and app brand UI.
- ART DIRECTOR**  
May 2017 – Jul 2017  
Freelance
- Imprint / New York, NY
- Conceptualized, designed and managed T. Rowe Price quarterly print magazine.
  - Produced print, digital and social media marketing collateral, infographics and rich interactive media.
- Clients included T. Rowe Price, Sodexo
- ART DIRECTOR**  
Nov 2014 – Feb 2017  
Full-time
- Wasabi Rabbit / New York, NY
- Conceptualized, designed and implemented brand identities, print and digital marketing collateral, web pages, and rich interactive media.
  - Managed multiple projects, junior designers and freelancers.
- Clients included Hughes, RTape, Omega Air Refueling, The Olmsted Foundation
- ART DIRECTOR**  
Jun 2013 – Aug 2014  
Contract
- Manhattan Marketing Ensemble / New York, NY
- Conceptualized, designed and implemented brand identities, print and digital marketing collateral and signage.
  - Attended, guided and directed photo shoots to ensure brand position.
  - Managed multiple projects and freelancers.
- Clients included Denihan Hospitality Group collection of hotels
- WEB DEVELOPER**  
Sep 2012 – Jun 2013  
Freelance
- Blue Iceberg / New York, NY
- Conceptualized, designed, developed, and maintained web pages and database content.
- Clients included Kantar Media (North America), Eakins Press Foundation
- DIRECTOR**  
Feb 2002 – Sep 2012  
Partner
- scenyc / Bronx, NY
- Directed, supervised, and conceptualized brand identities, web pages, products, and services as a Director and Partner of scenyc, inc.
  - Managed multiple projects, staff and freelancers.
- Clients included Aramis and Designer Fragrances, Coty, Bond No 9, Bernar Venet Studio, Charles Lindsay, 2K Games, Precision Valve Corporation, Henri Bendel

<b>Skills</b>		<p><b>Creative Direction</b> Experienced client friendly senior creative leader, delivering industry solutions to global brands.</p> <p><b>Design</b> Ability to create compelling and communicative designs using elements like typography, color, imagery, and layout.</p> <p><b>Communication</b> Strong verbal and written communication skills enable me to convey information clearly and effectively, facilitating better collaboration and understanding.</p> <p><b>Leadership</b> Effectively guide and motivate team, set goals, and make decisions to drive success.</p> <p><b>Teamwork</b> Ability to work well with others, contribute to team goals, and support colleagues in order to achieve collective success.</p> <p><b>Problem-Solving</b> Analytical thinking in addressing challenges and evaluating information to make reasoned decisions to find solutions.</p> <p><b>Attention to Detail</b> Precision and accuracy in my work, ensuring that tasks are completed correctly and thoroughly.</p> <p><b>Project Management</b> Ability to plan, organize, execute, and monitor projects to achieve goals within time, budget, and scope constraints.</p>
<b>Awards</b>		<p>2024                      <b>Webby People's Voice Award for AI, Metaverse &amp; Virtual, Retail &amp; Shopping</b> Macy's</p> <p>2017                      <b>Bronze Telly Award for Craft Use of Graphics</b> Hughes Communications</p> <p>2016                      <b>Silver Davey Award for Corporate Website</b> Hughes Communications</p> <p>2016                      <b>Silver W3 Award for Corporate Website</b> Omega Air Refueling</p> <p>2015                      <b>Silver W3 Award for Corporate Website</b> The Olmsted Foundation</p>
<b>Certifications</b>		<p>2024                      <b>Self-Leadership</b> McKinsey &amp; Company</p> <p>2023                      <b>Team Leadership</b> McKinsey &amp; Company</p> <p>2023                      <b>Business Leadership</b> McKinsey &amp; Company</p> <p>2022                      <b>User Experience (UX) Design</b> Google</p>
<b>Education</b>		<p>2001 – 2003              <b>School of Visual Arts / New York, NY</b> Computer Art</p> <p>1999 – 2001              <b>University at Albany, SUNY / Albany, NY</b> Communication</p>
<b>Other</b>		I speak English, French, Adobe, Figma, Office, HTML, UI/UX and I'm eager to learn more.