



**Jonathan McIntosh**

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**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**

<p><b>DESIGN SPECIALIST</b> Jul 2022 – Present Full-time</p>	<p><b>Macy’s / New York , NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualize, design and implement print and digital campaigns, marketing collateral, and web pages.</li> </ul>
<p><b>SENIOR DESIGNER</b> Apr 2021 – May 2022 Full-time</p>	<p><b>Constellation Brands / New York , NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualize, design and implement print and digital marketing collateral, web pages, and rich interactive media.</li> <li>• Manage multiple brands and collaborate with producers and writers.</li> </ul> <p>Brands included Empathy Wines, Meiomi Wines, Simi Winery</p>
<p><b>GRAPHIC DESIGNER</b> Oct 2017 – Dec 2020 Freelance to Full-time</p>	<p><b>Eileen Fisher / New York , NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed and implemented print and digital marketing collateral, web pages, and rich interactive media.</li> <li>• Collaborated with line, creative, and buying teams to develop and design seasonal showroom and retail store look and feel.</li> </ul>
<p><b>UI DESIGNER</b> Aug 2017 – Sep 2017 Freelance</p>	<p><b>Gwynnie Bee / Long Island City, NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed and organized web pages, digital marketing collateral, and desktop, mobile and app brand UI.</li> </ul>
<p><b>ART DIRECTOR</b> May 2017 – Jul 2017 Freelance</p>	<p><b>Imprint / New York, NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed and managed T. Rowe Price quarterly print magazine.</li> <li>• Produced print, digital and social media marketing collateral, infographics and rich interactive media.</li> </ul> <p>Clients included T. Rowe Price, Sodexo</p>
<p><b>ART DIRECTOR</b> Nov 2014 – Feb 2017 Full-time</p>	<p><b>Wasabi Rabbit / New York, NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed and implemented brand identities, print and digital marketing collateral, web pages, and rich interactive media.</li> <li>• Managed multiple projects, junior designers and freelancers.</li> </ul> <p>Clients included Hughes, RTape, Fractal Industries (Qomplx), The Olmsted Foundation</p>
<p><b>ART DIRECTOR</b> Jun 2013 – Aug 2014 Contract</p>	<p><b>Manhattan Marketing Ensemble / New York, NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed and implemented brand identities, print and digital marketing collateral and signage.</li> <li>• Attended, guided and directed photo shoots to ensure brand position.</li> <li>• Managed multiple projects and freelancers.</li> </ul> <p>Clients included Denihan Hospitality Group collection of hotels</p>
<p><b>WEB DEVELOPER</b> Sep 2012 – Jun 2013 Freelance</p>	<p><b>Blue Iceberg / New York, NY</b></p> <ul style="list-style-type: none"> <li>• Conceptualized, designed, developed, and maintained web pages and database content.</li> </ul> <p>Clients included Kantar Media (North America), Eakins Press Foundation</p>
<p><b>DIRECTOR</b> Feb 2002 – Sep 2012 Partner</p>	<p><b>scenyc / Bronx, NY</b></p> <ul style="list-style-type: none"> <li>• Directed, supervised, and conceptualized brand identities, web pages, products, and services as a Director and Partner of scenyc, inc.</li> <li>• Managed multiple projects, staff and freelancers.</li> </ul> <p>Clients included Bernar Venet, Bond No. 9, Coty, Henri Bendel, Precision, Seed Body Care</p>

**Education**

<p>2001 – 2003</p>	<p>School of Visual Arts / New York, NY Computer Art</p>
<p>1999 – 2001</p>	<p>University at Albany, SUNY / Albany, NY Communication</p>

**Other** I speak English, French, Adobe, Office, Sketch, HTML, MySQL, UI/UX and eager to learn more.