

Shona Macleod

Role

Associate Design Director
July 2026 - Current

Senior Designer
April 2025 - June 2026

Midweight Designer
October 2023 - March 2025

Design Partner
April 2022 - April 2023

Midweight Designer
September 2021 - March 2022

Designer
June 2020 - August 2021

Junior Designer
April 2019 - May 2020

Resume

Publicis Production/Prodigious/Saatchi & Saatchi
Working collaboratively (inter-agency) with S&S and Digitas creatives on conceptual design for national campaigns with John Lewis, EE, and Subway. Led branding projects for Publicis Groupe and Samsung (internal). Global toolkits for Subway, Waitrose and Samsung. Production design for EE, Subway, John Lewis, Samsung, Haleon Health, BHF, Visa and Santander. Effectively managed design work flow from creative conception, briefing and reviewing retouch, motion and artwork, through to final asset delivery.

Pitchblack Partners
Independently executed national omnichannel campaigns spanning branding, UX/UI, animation, print, OOH and social. Managed junior talent and led major accounts, including Burger King, betting agencies, and telecommunications brands.

Voice & Hula (3 month FTCs)
Branding, editorial and general design for logistics, real estate, optometry, pharmaceuticals and primary industries (Fonterra).

Burnsco
Omnichannel design across print, UX/UI, eDM, packaging, and photography, managing freelancers and interns.

Air New Zealand
End-to-end design across print, digital, inflight and OOH. Standout projects including the annual sustainability report and writing and designing the campaign strategy playbook.

References available on request

www.shonamacleod.com

shona.macleodd@gmail.com

Skills

Strong typesetting, editorial and branding. Excellent communication skills and ability to fit into any team dynamic. Comfortable with presenting and explaining strategic and design process. Experienced and knowledgeable in prepress procedures, packaging & book binding. Highly competent in InDesign, Illustrator & Photoshop. Proficient in Figma and After Effects.

Education

Massey University (Wellington, NZ)
Bachelor of Design with Honours, 1st class Honours in Visual Communication Design.

Macleans College (Auckland, NZ)
6 Cambridge International A & AS Levels, with A grades in Design, Photography and English Literature.

Adobe Training
InDesign, Illustrator & After Effects courses.

Achievements

International Society of Typographic Designers
Competitively selected as a member of ISTD.

Best Awards
Student finalist (2019).

Designers Institute of New Zealand
Massey University representative, student council.

NZQA Scholarship
Photography.