

# Walker MacDonald

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Professional creative with over a decade of experience in design, marketing, writing and events.

## Personal Details

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**Highest Level of Education:** DCS / DEC

## Work Experience

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### **Repertory Program Director**

City Cinema - Charlottetown, PE  
September 2023 to Present

- Booking and organizing various screenings & cinema series of classic, cult, and obscure films for City Cinema (PEI's only independent movie theatre).
- Handling all social media operations and promotions for repertory screenings.
- Creating exclusive promotional materials or schedules and screenings (posters, social media content, trailers, etc).

### **Lead Screenprint Technician**

Stay Golden Custom - Hunter River, PE  
April 2021 to Present

- Handling all client artwork preparation for screenprinting including design, vectorization, and color separation.
- Producing silk screens for all client jobs including single colors, underbase, and multicolors.
- Manufactured garments with the operation of an automatic screenprinting press, producing 100+ units hourly.

### **Founder/Lead Graphic Designer**

WMD - Charlottetown, PE  
June 2019 to Present

- Founder and lead designer creating satirical and parody streetwear designs.
- Exceeded 3000 units in first year of operations.
- Collaborating with musicians, artists, and other brands.

### **Staff Writer/Contributor**

The Hard Times  
December 2020 to January 2024

- Regularly pitching and writing satirical news articles reacting to and commenting on video games, entertainment, and pop culture.

- Designing full collections of graphic tees for e-commerce platforms (many of which sold thousands of units).
- Working with editorial & development staff to develop new projects, including new off shoot websites, full scale console library reviews, press event reporting, and much more.

## Education

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### **DCS / DEC in Graphic Design**

Holland College - Charlottetown, PE  
September 2020 to April 2022

## Skills

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- E-Commerce
- Graphic Design
- Social Media Management
- Branding
- Illustration
- Adobe Acrobat
- Adobe Photoshop (10+ years)
- Adobe Illustrator (5 years)
- Adobe InDesign (3 years)
- Adobe Creative Suite (10+ years)
- Writing skills (10+ years)

## Additional Information

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Portfolio available at <https://www.walkermacdonaldesign.com/>  
References available upon request.