



LaDalle MacGregor

Designer / Brand Advocate / Creative Leader / Team Builder

📞 904-588-2606 ✉️ ladalle@lhmacc.com @lhmacc.com

SUMMARY

Creative professional with 20 years experience dedicated to innovation, collaboration, brand advocacy, and best-in-class design experiences. Extremely resourceful, equally reliable with high proficiency for process and change management as well as communicating the value of branding to technical and business stakeholders at various levels.

PROFESSIONAL EXPERIENCE

Freelance Brand Consultant / 9/22–present

Independent design consultant specializing in digital marketing, brand identity, design systems, and presentation design.

Wounded Warrior Project / Graphic Design Lead, 3/20–9/22

Responsible for design, management and improving the visual presence of Wounded Warrior Project® (WWP) Creative Marketing Campaigns.

- Served as team administrator for WWP digital asset management
- Received WWP 2020 COVID-19 Relief grant program award for outstanding, creative marketing efforts - December 2020
- UX and Visual Design of WWP warrior learning management system Docebo platform to improve warrior engagement and accessibility including streamlining design systems for warrior programming
- Executed brand compliance reviews for WWP Shop merchandise and coordinated between WWP legal counsel, Chief Marketing Officer, and retail product partner, Legends
- Composed IT business requirements for developers on request process tools such as Microsoft Planner, Power Apps, Forms, and Automate
- Collaborated with contractors, freelancers, and advertising agency partners for creative resource outsourcing
- Implemented and managed photography team critiques and photo selections
- Partnered with contract corporate brand strategist in the creation of 2022 WWP Brand Guidelines

Independent Graphic Design and Branding Consultant, 12/18–3/20

Independent design consultant specializing in marketing, brand identity, design systems, graphic, digital, print, and presentation design.

Pontoon Solutions / Senior Manager, Creative Sales Services, 6/18–11/18

Creative Services Manager, 1/17–6/18

Graphic Designer, 1/16–12/16

Art direction and mentoring of in-house design and freelance contractor team, presentation and video teams for Pontoon Solutions, a global HR company specializing in improving organizational talent teams.

- Creative leadership of successful B2B sales initiatives and experiences including, Fortune 500 companies such as Google, Amazon, P&G, Capital One, Merck, and Bank of America
- Partnered with Global VP of Marketing in the development of brand strategy, design system and product offerings
- Implementation of searchable global sales resource library containing presentations, QBRs, case studies, strategy products, one-pagers, podcasts, videos, and templates
- Refresh of internal and external brand collateral, SharePoint intranet, internal and external communications design, art direction of digital automation templates,
- Collaborated with Senior Leadership in the development of C-Level presentations for quarterly all hands calls
- Executed business project management of creative and marketing requests to include campaign reference guides for cohesive marketing campaign brand consistency

Agency a la Carte / Freelance Contractor, Marketing and Design, 1/14–12/15

Independent contractor specializing in marketing, digital, web, and print production design for various Agency a la Carte clients: The Shepherd Agency, Burdette Ketchum, and Regency Centers.

STRENGTHS

Communicator and Collaborator

Excel at bringing multiple teams together while building consensus and gaining stakeholder alignment across disciplines

Creative Storyteller

Versatile at solving complex visual challenges and providing strategic on-point solutions

Team Builder

Proven ability identifying talent, building a skilled team, inspiring loyalty and driving success

Resourceful

Long history of working lean and accomplishing goals by finding and using untapped resources

Process-Oriented

Exceptional ability to resolve obstacles and manage stakeholder expectations to create win-win results

EDUCATION

Master of Fine Arts

Savannah College of Art and Design

Bachelor of Science

Georgia Southern University

CAREER MILESTONES

- 2+ years in-house, non-profit, fundraising, and event design experience
- 3+ years freelance creative consulting
- 4+ years strategic brand development and implementation of design systems at the B2B and B2C level
- 4+ years corporate, global creative
- 5+ years in-house art direction and creative team cultivation
- 5+ years contract freelance digital design for advertising and in-house agencies
- 10+ years production design, project management, and print production
- 10+ years instructional design and curriculum development at the secondary and post-secondary education levels

TOOLS

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Acrobat, BrandComply, Keynote, Microsoft Office Suite, MS Teams, Sharepoint, One Drive, inMotionNow, BaseCamp, Docebo, Basic HTML, WordPress, Papirfly DAM, BrandFolder DAM, Mac platform preferred