

Tony MacFarlane's Digital Design Portfolio



Blue Nyle Therapy Services (2015)

<http://bluenyletherapy.com/services/>

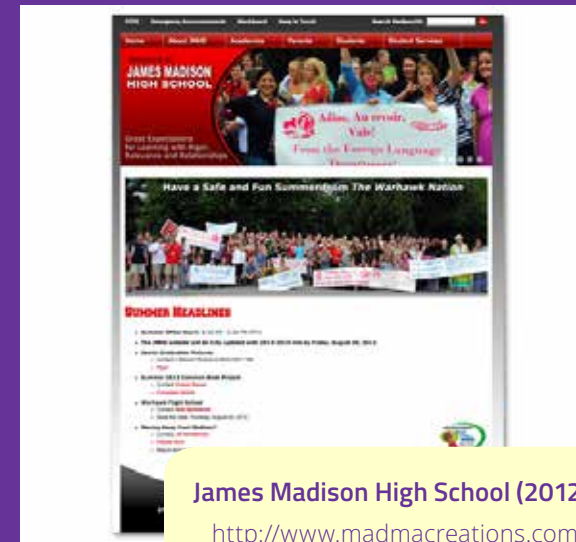
Tony MacFarlane designed and developed a responsive website for this occupational therapy office in 2015.



AIArchitect Email Blast and Landing Page (2013–2014)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-aiarchitect.php

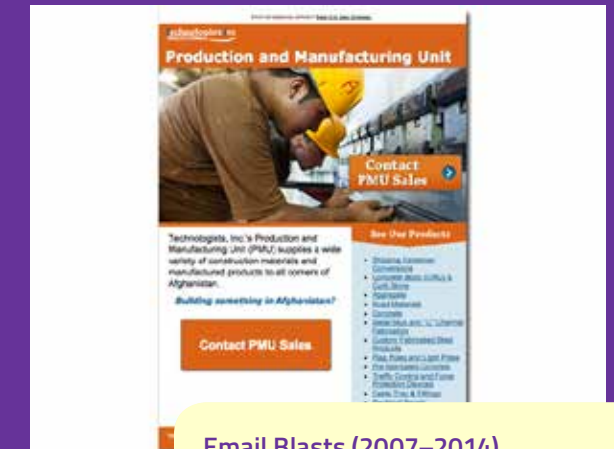
Tony MacFarlane developed bimonthly issues of the email newsletter AIArchitect for the American Institute of Architects (AIA), including e-mail and web content, graphics and styles.



James Madison High School (2012)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-jmhs.php

Tony MacFarlane directed the redesign of this high school website in 2011. This site was awarded "2012 Best Fairfax County Public Schools High School Website of the Year".



Email Blasts (2007–2014)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-emails.php

Tony MacFarlane has been designing email templates since 2007, and has been directing email marketing campaigns since 2009.



YCF Group, S.A. (2010)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-ycf.php

Tony MacFarlane built a website for a construction company based in Haiti.



Volkswagen Springfield (2009–2012)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-vws_site.php

Tony MacFarlane managed sales staff, vendors, in-house digital marketers, and other designers to maintain the Volkswagen Springfield website from 2009 until the dealership was sold in 2012.



Discount Service Center (2008–2012)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-dsc_site.php

Tony MacFarlane managed sales staff, vendors, in-house digital marketers, and other designers to build the Discount Service Center website from 2009 until 2012.

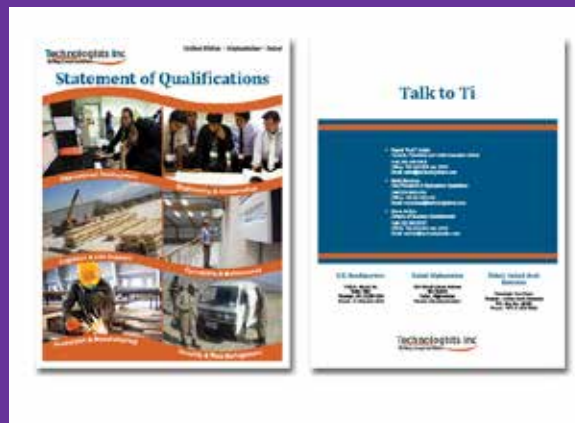


Technologists, Inc. (2008–2013)

http://www.madmaccreations.com/Portfolio/portfolio_project-digital-ti2012.php

Tony MacFarlane designed the company web site and co-managed other web development projects by leveraging PHP/MySQL, Spry, and jQuery technologies into dynamic and interactive websites.

Tony MacFarlane's Print Design Portfolio



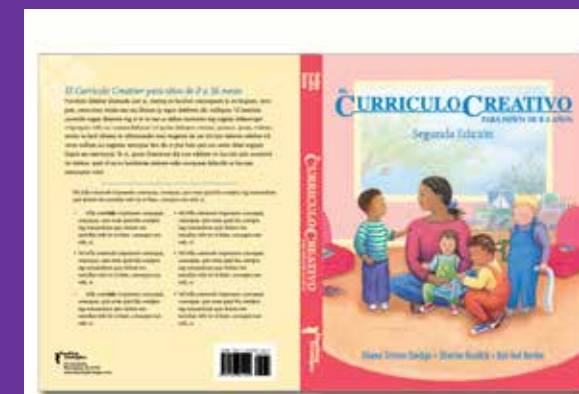
Ti Statement of Qualifications (2013)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-ti_soq.php
 Tony MacFarlane directed digital short run prints of this booklet for Technologists, Inc. in 2013. The Ti Statement of Qualifications outlines key information about the company.



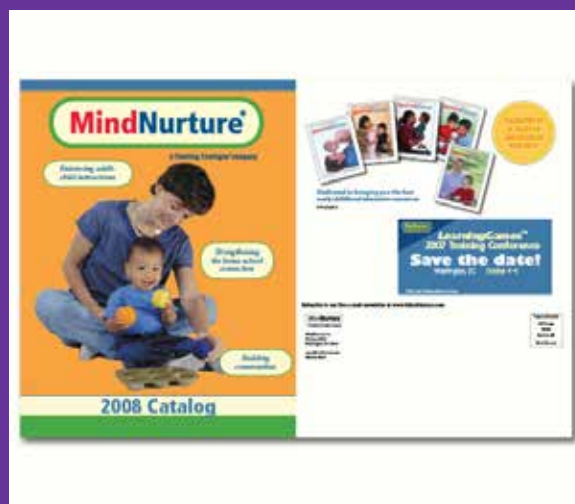
Technologists, Inc. PMU Tearsheets (2013)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-ti_pmu.php
 Tony MacFarlane directed cross-channel marketing initiatives for company's Production and Manufacturing Unit (PMU) in 2012.



Technologists, Inc. Newsletters (2008–2010)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-ti_newsletters.php
 Tony MacFarlane occasionally collaborated in the print development of this quarterly newsletter, intended to keep corporate clients, partners, and associates up-to-date on the company's endeavors.



Creative Curriculum® for Infants, Toddlers, and Twos, Spanish Ed. (2007)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-tsi_ccit.php
 In 2007, Tony MacFarlane contracted with Teaching Strategies, Inc. to reprint their flagship product, translated into Spanish.



2008 MindNurture® Catalog (2007)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-tsi_mn.php
 Tony MacFarlane fulfilled a catalog for Teaching Strategies, Inc's new acquisition in 2007.



DC Blues Society Cookbook (2007)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-dcbs_bimk.php
 Tony MacFarlane contracted with the DC Blues Society to reprint their popular cookbook, *Blues in My Kitchen* in 2007.

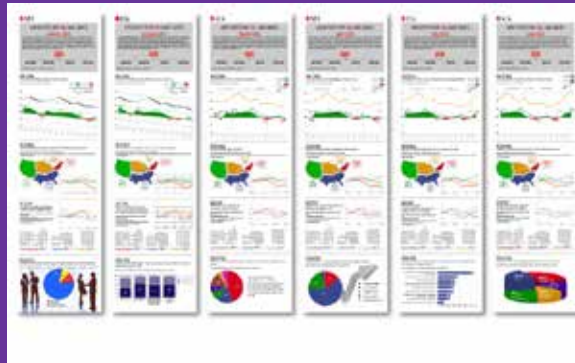


DC Blues Society Newsletter (2007–2008)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-dcbs_cbm.php
 Tony MacFarlane redesigned the DC Blues Society's monthly newsletter, *Capital Blues Messenger* in 2007, and served as Editor-in-Chief until 2008.



American Association of Community Colleges (2005–2006)
http://www.madmaccreations.com/Portfolio/portfolio_project-print-aacc_pubs.php
 Among other projects, Tony MacFarlane laid out issues of the *Community College Times* for the American Association of Community Colleges.

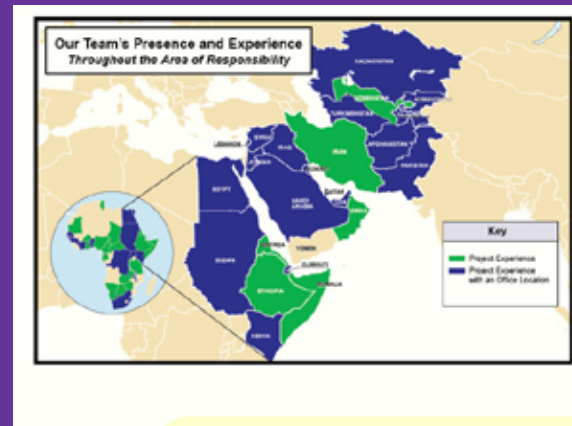
Tony MacFarlane's Illustration Portfolio



Architectural Business Index (2013–2014)

http://www.madmacreations.com/Portfolio/portfolio_project-illus-abi.php

Tony MacFarlane developed monthly infographics for the American Institute of Architects' Architecture Billing Index—a leading economic indicator of nonresidential construction activity.



Technologists, Inc. Proposal Graphics (2008–2013)

http://www.madmacreations.com/Portfolio/portfolio_project-illus-ti_grafx.php

Tony MacFarlane designed many proposal and information graphics for Technologists, Inc. from 2008 to 2013.



Teaching Strategies, Inc. Pieces (2007)

http://www.madmacreations.com/Portfolio/portfolio_project-illus-tsi_pieces.php

Tony MacFarlane created occasional illustrative designs for Teaching Strategies, Inc. in 2007.



DC Blues Society Pieces (2005–2007)

http://www.madmacreations.com/Portfolio/portfolio_project-illus-dcbs_pieces.php

MacFarlane created occasional illustrative designs for the DC Blues Society from 2005 to 2007. Tony was primarily involved in designing promotional materials—often at the last minute.



Psychiatric News Pieces (2006)

http://www.madmacreations.com/Portfolio/portfolio_project-illus-apa_pieces.php

Tony MacFarlane created article illustrations for the American Psychiatric Association's monthly magazine, *Psychiatric News* in 2006.



Flash Banner Ads (2004)

http://www.madmacreations.com/Portfolio/portfolio_project-digital-fl_bn.php

Tony MacFarlane Developed SWF advertisements in Macromedia Flash for Phillips Investment Resources, LLC in 2004. These banner ads were posted to Yahoo! and CNN.com to promote clients' publications.