

SCOTT MCKAY

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WWW.HIRESCOTTMCKAY.COM

Website developer and graphic designer proficient in all aspects of digital and print publications, with a focus on user-centered design and strategy. Skilled in communicating brand continuity across all aspects of the user experience.

QUALIFICATIONS

CREATIVE

Adobe Creative Cloud
User-centered design
Brand identity development
Digital strategist
A/B testing for conversion

TECHNICAL

Responsive Web Design & Server-side Implementation
HTML5 | CSS3 | JS | SCSS
Grunt & Gulp
Wordpress | Expression Engine
Git Version Control
Amazon Lightsail



EXPERIENCE

SENIOR MULTIMEDIA MANAGER

Laureate Education, Inc.
NOVEMBER 2015 - PRESENT

Assume role as Multimedia Specialist encompassing lead art direction role for Walden digital assets. Promoted to Senior Multimedia Manager in January of 2018.

- Manage the design and strategic implementation for digital publications, including consistent interface architecture, website build and branding initiatives for Walden University
- Establish and maintain digital design standards across various digital assets that touch all points of the student journey
- Optimize conversion through multivariate and A/B testing using Optimizely
- Lead design, front-end development and strategy for Walden student application redesign
- Administer digital efforts using Adobe Creative Cloud, HTML, CSS & JS

CREATIVE DIRECTOR

Strong Digital/Develop DC
SEPTEMBER 2014 - NOVEMBER 2015

Creative director, lead designer and strategist for Develop DC. Established new brand and strategy standards for rebranding of Develop DC as Strong Digital.

- Direct the design and digital elements for publications, including consistent interface architecture, website build and branding initiatives for external clients
- Initiate new business acquisition and business marketing efforts
- Administer digital efforts using Adobe Creative Cloud, HTML, CSS & JS
- Modify and maintain web standards including UI design, cross-browser compatibility, and interactive advertising

SENIOR DESIGNER & DEVELOPER

Catholic Relief Services
JUNE 2012 - SEPTEMBER 2014

Lead designer and director of creative and strategy for major digital and print publications, including Annual Reports, Agency 5-year strategy, and 70th Anniversary microsite. Program websites for multiple agency initiatives in education, fundraising and awareness.

- Establish new typographic standards for digital publications
- Design consistent interface architecture for multiple websites
- Project management across multiple agency divisions
- Educate stakeholders on design, management and use of digital assets
- Initiate implementation of new global brand across digital and print assets
- Design 2013 CRS Annual Report and 5-year Agency Strategy for print and web

DIGITAL STRATEGIST & GRAPHIC DESIGNER

JUNE 2011 - JUNE 2012

Digital strategy, website design and development, search engine optimization, brand identity expansion, and logo creation for clients ranging from agencies to larger organizations such as Stanley Black & Decker, T. Rowe Price, Zurich North America, and the Baltimore Sun.

DIGITAL DESIGNER & DEVELOPER

One to One Interactive
JUNE 2010 - JUNE 2011

Redesigned and maintained numerous Wordpress websites for the digital marketing division of an interactive agency.

- Custom Wordpress theme design and development
- Search Engine Marketing landing page design and development
- Affiliate campaign landing page design and implementation
- Client and affiliate digital project management

GRAPHIC DESIGNER

Stanley Black & Decker
JANUARY 2007 - JUNE 2010

- Developed and expanded the Black & Decker, Porter Cable, and DeWalt brands consistently across all media, including web, print, packaging and in-store display.
- Designed interactive website elements for www.blackanddecker.com and affiliated websites
 - Designed and implemented solutions for email newsletters and microsities
 - Development of innovative packaging design for new products
 - Creation and execution of consumer packaging
 - Creation of product logos and packaging icons

FREELANCE GRAPHIC DESIGNER

FEBRUARY 2006 - JANUARY 2007

Front-end website design and development, brand identity creation, and print collatorals for small businesses.

GRAPHIC DESIGNER

Whitman, Requardt & Associates
OCTOBER 2004 - FEBRUARY 2006

- Assisted in expanding the WRA brand and designed the company website front-end
- Presentation and proposal cover design
 - Development and production of architectural submission graphics

ACCOMPLISHMENTS

 2011 American Package Design Awards
GRAPHIC DESIGN USA MAGAZINE
BLACK & DECKER LITHIUM PACKAGING

 2007 American Package Design Awards
GRAPHIC DESIGN USA MAGAZINE
BLACK & DECKER VPX MERCHANDISER

 2010 Who's Who in Packaging
IN-STORE MARKETING INSTITUTE

 2007 American Package Design Awards
GRAPHIC DESIGN USA MAGAZINE
BLACK & DECKER VPX PACKAGING

EDUCATION

Towson University
B.S., GRAPHIC DESIGN

Calvert Hall College High School



SCOTT MCKAY BY THE NUMBERS:

2.37  CUPS OF COFFEE PER DAY

4  SIBLINGS THAT HAVE ASKED ME FOR HELP WITH ART PROJECTS

3  CATS I OWN **3**  CATS I AM ALLERGIC TO

35  YEARS WAITING FOR ANOTHER ORIOLES WORLD SERIES CHAMPIONSHIP

