

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



DIRECTOR OF UX & CHIEF CREATIVE OFFICER

Wealthplicity
SEPTEMBER 2020 - PRESENT

EXPERIENCE

Co-founder and Chief Creative Officer overseeing and implementing all facets of the company digital presence and branding. Strategically involved in the development of all marketing and digital materials as it pertains to branding, brand strategy and user experience.

- Oversee User Experience, Brand and Design for all of Wealthplicity web properties and products
Designed and implemented the full brand creation, as well as a brand refresh as we matured
- Designed and developed the Wealthplicity website and web tools. This includes the *Financial Independence Calculator*, the full Wealthplicity University and *Investor Risk Assessment*.
- Work with in-house business intelligence and marketing to develop data-driven design with a focus on conversion and user journey

DIRECTOR OF USER EXPERIENCE & DESIGN

TradeSmith, LLC
DECEMBER 2018 - SEPTEMBER 2020

Creative director and lead designer of all digital assets and branding for TradeSmith, LLC, encompassing lead art direction, rebranding and design strategy for all TradeSmith products.

- Manage the design and strategic implementation of digital campaigns in Salesforce and Exact Target to ensure consistent UX and branding initiatives
- Manage a small team that oversees email design, landing page and order form construction
- Rebrand TradeSmith and all TradeSmith products
- Establish and maintain design and brand standards across all digital and print assets
- Lead design, front-end development and strategy for TradeSmith website redesign
- TradeSmith Decoder and TradeSmith Daily Wordpress website design and build

SENIOR MULTIMEDIA MANAGER

Laureate Education, Inc.
DECEMBER 2015 - DECEMBER 2018

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 - DECEMBER 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

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
- 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 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 microsites
- 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



SCOTT MCKAY

BY THE NUMBERS:



1.37 CUPS OF COFFEE
PER DAY



1 DOG
THAT IS SMARTER THAN MOST HUMANS



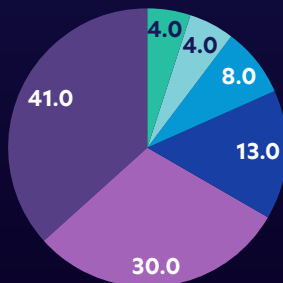
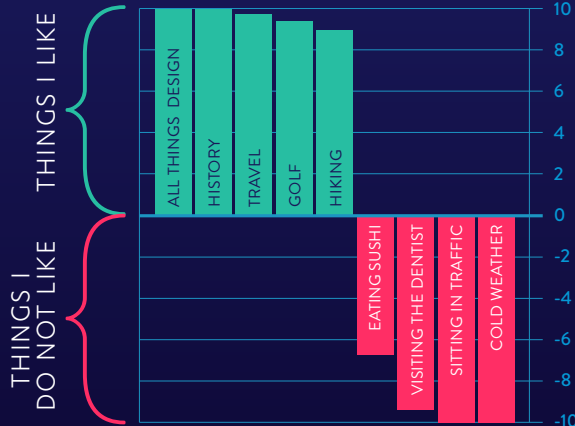
3 CATS
I OWN



3 CATS
I AM ALLERGIC TO



40 YEARS WAITING
FOR ANOTHER ORIOLES WORLD SERIES CHAMPIONSHIP
(AT LEAST I HAVE THE RAVENS!)



AVERAGE DOWNTIME ACTIVITIES (PER WEEK IN %)

- PERSONAL FITNESS / GOLFING
- SUPPORTING O'S / RAVENS
- LEARNING SOMETHING NEW
- PAINTING / DRAWING
- MAINTAINING MY FARM
- SPENDING TIME WITH FAMILY