

I have a very versatile and focused skill-set with a balance between creative and analytical qualities in working with print and web media. I prefer **clean**, organized, smart, **effective**, user centered design. I have strong qualities in **organization**, detail, leadership and communication.

Professional Experience

Jan 2019
to
Present

Creative Director, D9 Brewing Co. - Cornelius, NC

Manage and lead the upstream and production creative process. Cemented and codified brand standards and facilitated those standards with creative execution among a small team of designers. Responsible for designing and developing a variety of projects from conception through production (brand identity through website design). Acted as both player and coach to partner closely with the Founders and Brand Manager on all marketing and creative initiatives.

Feb 2016
to
Jan 2019

UI / UX Designer, Bright MLS - King of Prussia, PA

Worked with product managers, developers, DBAs and other staff to create a unique, elegant and easy-to-use interfaces for MLS system enhancements or new products. Created mockups and prototypes using Adobe XD, Sketch, InVision, Axure and others . Tested usability of interfaces, navigation and graphics before and after releases. Evaluated user interface, navigation and graphics of all web systems while suggesting improvements and implementing UI best practices. Worked with staff to establish company standards for style and interface design guidelines.

Jun 2014
to
Feb 2016

Senior Designer, Two Technologies, Inc. - Horsham, PA

Maintain and provide ongoing SEo, UI/UX, and responsive design of the company website, landing pages, promos and ad banners, and social media content. Develop, design and produce marketing materials, including postcards, brochures, advertisements, trade show booths, sales materials, branding and packaging design.

Feb 2006
to
Jun 2014

Graphic/Interactive Designer, Safeguard Business Systems - Lansdale, PA

Helped to establish the Full Color Design Department that provides custom design for all print and multimedia design requests for a network of 300+ distributors, including marketing collateral, logo design, branding, stationery design, mailing pieces, and more. Creation, design and testing for various HTML based projects such as websites, web based forms and email marketing. Use of HTML, CSS and Javascript with different formats, from web hosting to thumb drives.

Professional Skills & Experiences

Web Design & Development

UI & UX Design, Print & Packaging

HTML/CSS, SEO, WordPress

Javascript, PHP, MySQL, Ajax

Project Management

Adobe Creative Suite, Sketch, InVision, Axure

Education

2014

Bachelors in Web Design & Interactive Media
The Art Institute of Pittsburgh 4.0 GPA

2001

Associates in Graphic Design
Sullivan County Community College

For more information visit www.lukemckean.com

References are available by request.