

# SCOTT MCKAY

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[WWW.HIRESCOTTMCKAY.COM](http://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 USER EXPERIENCE & DESIGN

TradeSmith, LLC  
DECEMBER 2018 - PRESENT

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
- Administer digital efforts using Adobe Creative Cloud, HTML, CSS & JS
- Optimize web standards through 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
- 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 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

4  SIBLINGS THAT HAVE ASKED ME FOR HELP WITH ART PROJECTS

3  CATS I OWN 3  CATS I AM ALLERGIC TO

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

