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SENIOR DIGITAL DESIGNER

Visual design professional with over 10 years experience producing brand experiences in interactive, mobile and traditional spaces for clients across industries from finance to robotics. Proven ability to deliver effective design solutions, leading teams in agency and corporate settings.

TECHNICAL SKILLS

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver / Microsoft Office

UX Design Tools: Axure RP, Balsamiq Mockups, Microsoft Visio. Comfortable on Mac & PC workstations

PROFESSIONAL EXPERIENCE

Sun Life Financial, Wellesley, MA

Senior Digital Designer 2015 – 2016

Responsible for the visual design of all Sun Life's digital properties.

- Created timely art for social media, including Twitter, LinkedIn and Facebook
- Designed user interface assets for internal software projects
- Delivered mobile and web designs for external clients
- Worked with teams across the organization to advance the digital strategy

McGladrey, LLP, Charlestown, MA

Visual Communications Professional 2014

Contracted to provide design support for print and digital initiatives for this audit and accounting firm.

- Designed and produced branded collateral as part of a decentralized marketing team
- Collaborated remotely on designs for trade shows, brochures and web assets

MetLife, Boston, MA

Responsive Web Designer 2014

- Contracted to create pixel perfect responsive UI designs for customer-facing web portal
- Worked closely with user experience designers and developers to advance solutions
- Delivered high-fidelity comps and detailed build kits for developers

Cramer, Norwood, MA

Senior Interactive Art Director 2013

Contracted to deliver interactive design, art direction, and integration of UX and UI into creative, conceptual and strategic designs.

- Contracted to deliver interactive design and art direction to agency clients
- Responsible for allocating design resources and providing project management to internal teams
- Created designs for virtual expos, websites and interactive installations
- Worked alongside senior leadership to craft pitch decks under tight deadlines

continued

PROFESSIONAL EXPERIENCE *continued*

iRobot, Bedford, MA

Senior Graphic Designer 2013

- Contracted to create product collateral for Roomba and Scooba products
- Collaborated with UX designers and human factors engineers to deliver user-centered designs
- Participated in user testing of design iterations to ensure creative was appropriate and effective

ikaSystems, Southborough, MA

Senior UX Designer – User Experience Team 2013

- Contracted to learn and improve the UI and UX across a suite of five web applications
- Delivered research, recommendations and wireframes to support a progressive redesign of the UI
- Balanced the needs of users, business stakeholders, developers and designers within an agile framework

Sophos, Burlington, MA

Visual Design Manager 2011 – 2012

Responsible for the global visual design process of this IT security company.

- Managed a design team in the United Kingdom, Canada, Germany and the United States
- Ensured technical and creative teams collaborated to produce best-in-class creative
- Designed and produced websites, brand guidelines, tradeshow collateral and mobile and web UI
- Saved 50% on production costs in first 6 months through competitive bidding and global vendor sourcing

Kronos, Chelmsford, MA

Senior UI Designer – User Experience Team 2011

- Contracted to create high-fidelity UI designs for web and mobile applications
- Worked with UX designers and developers as part of Kronos' User Experience Team

World Travel Holdings, Wilmington, MA

Senior Designer 2007 – 2011

Supported print and web-based marketing programs for national brands in large travel agency.

- Responsible for the design and production of print and web assets for 15 brands
- Managed project workflow – creating schedules, print estimates, preflighting and press-checking jobs
- Created best-in-class email marketing, returning over \$1 million in sales for Continental Airlines
- Saved \$75,000 per year as a result of coordinating last-minute ad placements

EDUCATION

University of Connecticut

Bachelor of Science, Visual Communications Design