

Michael McChesney // Senior Creative Professional

Canton, MA // 203.560.2602

I'm a visual design professional with over 10 years experience building Boston brands. I have broad design experience, working in agencies and corporations for clients from a variety of industries: *consumer products, financial services, fitness, robotics, software and insurance*. I design solutions delivered through print, online, or mobile platforms. I lead teams and mentor staff, and I'm always looking to work with great people.

TECHNICAL SKILLS //

Adobe Creative Suite

InDesign
Photoshop
Illustrator
Dreamweaver

Sketch

InVision App

Microsoft Office

Comfortable on

Mac & PC workstations

EDUCATION //

University of Connecticut

B.A., Visual Communication Design

PROFESSIONAL EXPERIENCE //

Freelance Visual Design Professional // 2011-present

McGladrey, MetLife, Cramer, iRobot, ikaSystems, Kronos, Feinstein Keane Healthcare
Provided design services in digital, print, mobile, and UX/UI. Worked with talent agencies and my own network to land projects, scope work, manage accounts and deliver assets.

Visual Design Manager // 2017 – 2019

LANConnect Systems, Inc., Foxboro, MA

Responsible for the visual design of the company.

- Created timely art for social media, including Twitter, LinkedIn and Facebook
- Designed and delivered tradeshow materials including booth
- Managed external vendor relationships

Senior Digital Designer // 2015 – 2016

Sun Life Financial, Wellesley, MA

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

Visual Design Manager // 2011 – 2012

Sophos, Burlington, MA

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

- Managed design team in the UK, Canada, Germany and the United States
- Ensured technical and creative teams collaborated to produce best-in-class creative
- Designed and produced websites, tradeshow collateral and mobile and web UI

Senior Designer // 2007 – 2011

World Travel Holdings, Wilmington, MA

Supported print- and web-based marketing programs for national brands.

- Responsible for the design and production of print and web assets for 15 brands
- Managed project workflow – creating schedules, estimates, and press-checking jobs
- Created best-in-class email marketing, returning over \$1 million in sales

Graphic Designer // 2005 – 2006

SFA Marketing, Southport, CT

Provided graphic design and production for online and offline initiatives in fast-paced agency. Clients included Crown Theatres, Centrix Dental, MacDermid, DSL.net

Marketing Designer // 2002 – 2005

Victorinox Swiss Army, Shelton, CT

Supported graphic design needs for all divisions of the Swiss Army Brands portfolio.