Cort McGinty
Designer

Experience

Numetric
Sep 2017 - Present
numetric.com

Principal Designer
Arriving at Numetric, our focus on a general BI market required me to solve complex data management and chart building experiences for an ever-growing analytics platform. 8 months later we pivoted our focus to solutions for improving traffic safety. I've lead and helped grow the product team and currently lead all design efforts. I love being able to work on a product that has such direct impact on the safety and lives of others.

MX
Nov 2012 - Sep 2017
mx.com

Product Design Lead
First I was tasked with guiding clients on how to brand, market, and launch MX's financial management tool. I was an integral part of a complete rebrand from MoneyDesktop to MX. I later lead the Product Design team and focused much of my design efforts on MX's award-winning mobile app.

We're Official
Aug 2013 - Aug 2016
wereofficial.com

Founder & Owner
In under a year and a half We're Official became a popular option for announcing a wedding. It offers products like wedding websites, printed announcements, and thank you cards as well as a free solution for couples to collect guest addresses. From design to development to managing client and partner relationships, I've learned a lot about running a business.

Lifetime
Aug 2011 - Nov 2012
lifetime.com

Web Designer
I started as a key role designing all the packaging and in store displays for many of Lifetime's products. My desire to get more into digital became a reality and I quickly became involved in their web presence. I was the sole designer responsible for a major redesign of a number of their websites including lifetime.com and the company intranet.

Accolades

Most Improved Mobile App Magnify Money
Top Mobile Banking App Financial Brand
Site of the Day Nominee HTML Awards
Telly Award (Bronze & Silver) Telly Awards
Gold W3 Award The International Academy of Visual Arts
Webby Honoree International Academy of Digital Arts and Sciences