

JEFF MCLEAN

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RELEVANT PROJECTS

USER EXPERIENCE

MEZZO: TEACHING FRACTIONS WITH MUSIC / 2013–14

Independently researched, prototyped, and tested a new web-based education product for primary school students as part of my undergraduate design thesis.

ILLINOIS PROTON CENTER WEBSITE / 2013

Analyzed usage statistics to ground recommendations for improved page layouts under tight budget constraints.

VISUAL DESIGN

HOLY HALF MARATHON / 2011–2013

Built the brand from the ground up, beginning with strategy, content, and graphic identity and ending with promotional materials and responsive web design/development.

NOTRE DAME STUDENT GOVERNMENT / 2013–14

Created a unique logo and graphic identity that fit within the constraints of the greater University brand. Designed and wrote for a large-scale sexual violence prevention effort.

DESIGN RESEARCH

WATER SAFETY & SANITATION CURRICULUM / 2014

Interviewed primary school teachers in rural Uganda to learn how to effectively implement water safety and sanitation curricula in underdeveloped areas. Structured qualitative data into focus points for innovation.

NOTRE DAME FEDERAL CREDIT UNION / 2013

Gained insight into constituents' specific financial needs from interview sessions and organized the resulting data into a narrative for a bank-wide rebrand.

OTHER SKILLS

FRONT-END DEVELOPMENT

Comfortable building responsive websites with HTML5, CSS3, SCSS, with advanced visual and audio Javascript interactivity.

MEDIA PRODUCTION

Audio/video production, editing, lighting, photography, and motion graphics.

MUSIC

Piano (18 years, rock/jazz/blues), audio synthesis, solo and choral singing, songwriting.

PAST POSITIONS

LAUGHLIN CONSTABLE

INTEGRATED MARKETING / CHICAGO & MILWAUKEE DIGITAL CREATIVE INTERN 2013

Built UI components, page templates, and code prototypes for digital products. Created artwork for animated videos and online ad campaigns.

LAKEHOUSE DESIGN

STUDENT-RUN DESIGN FIRM / NOTRE DAME, IN FOUNDER & CREATIVE DIRECTOR 2012–2014

Started a program for students to work professionally under faculty mentorship. Led the four-person graphic design team, represented our work, and handled client interactions.

ACQUITY GROUP

DIGITAL MARKETING CONSULTING / CHICAGO SUMMER INTERN 2012

Collaborated with a 4-intern team to develop an engaging cross-cultural client case study. Assisted creative teams on web projects and materials for new business pitches.

HOLY HALF MARATHON

ANNUAL CHARITY RACE / NOTRE DAME, IN DESIGN DIRECTOR 2011–2013

Worked with an 8-person team to improve the experience of the 1300-person race and collectively gain over \$65,000 in profits for charity over two years.

SCHOLASTIC MAGAZINE

STUDENT MAGAZINE / NOTRE DAME, IN PHOTO EDITOR 2011–2012

Managed photography staff, assignments, equipment, and training. Worked as lead sports photographer during the 2011 college football season.

EDUCATION

UNIVERSITY OF NOTRE DAME

VISUAL COMMUNICATION DESIGN BFA

GPA: 3.8. Cum laude, College of Arts & Letters.

Academics outside design focused on psychology, philosophy, and cultural development of language and meaning. Toured in the US, UK, and Ireland and recorded with the Notre Dame Folk Choir. Rowed for a year, semifinalist in club nationals.

MARMION ACADEMY

AURORA, IL

Top awards in leadership, service, and athletics.