

Michael McMillan

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eLocal, USA, LLC. | 2010-Present

Senior UX Designer & Creative Director

Direct the creative function so that the environment, culture, team, capabilities, tools, processes, expectations, work style and other elements support the strategic goals and brand of eLocal.com.

- Ensure creative function operates in an efficient, profitable manner.
- Listening, asking, hearing, prioritizing marketing goals and information into strategic brand concepts, voice, messages and rationales.
- Translate senior management's ideas into sound design concepts and translate concepts to designers.
- Synthesize and compile findings to inform UX strategy.
- Conduct A/B testing via VWO platform to test landing page hypotheses.
- Contribute to Ruby backend code and assisted with key user-interface and architectural decisions.
- UX interviews and card sorting for eLocal Call Center project and lead UI development.
- Conduct stakeholder interviews and both remote and in-person user interviews and usability tests.
- Create click-throughs and prototypes for web and mobile/tablet for use during tests.
- Drive user research and synthesis on multiple projects: created personas and scenarios created clickable prototypes for testing, led remote and in-person test sessions, and advocated for changes based on test findings.
- Apply hand-written, object-oriented CSS and HTML5 with an emphasis on performance, scalability, search engine optimization (SEO) and a positive user experience.
- Front End Development utilizing HTML5, CSS3, and JavaScript leveraging the Bootstrap framework and a Ruby on Rails / Postgres backend.
- Create reusable SASS mixin library utilizing Middleman gem for rapid prototyping landing pages and Heroku deployment.

Trend Source, Inc. | 2007-2010

Principle / Creative Director

Primary objective to maintain overall client vision and objectives thru strong design concepts via both on line and off line channels.

- UI front-end developer for One Accord Digital (Transform), completed large project for Kodak on time and on budget which secured One Accord Digital's "agency of choice" for 2015.
- Overhaul of Dream Dinners' food styling and photographs to drive lifestyle look and feel
- Designed new package for Denorex and Prell shampoo for re-launch of brands.
- Created dramatic results for clients' brand awareness through innovative logo, poster, brochure and magazine layouts (Philadelphia Magazine and Mainline Magazine).
- Worked as food stylist for client's (NutriSystem, GFC Automat, Inc) on SMTs, QVC and for other media events including work at Robert Verdi's Luxe Lab in NYC.
- Held an equity role in the successful execution of GFC Automat, Inc. food brand and developed its distribution logistics for QVC.
- Recognized by Jamark Laboratories, Inc. for producing effective branding for products in development spinning off growth potential from 10%-20%.
- Developed an in-house product photography studio to help streamline client costs and bring additional creative resources under one roof. Acted as primary photographer, stylist, post-production and art director for production of images.

Earth Companies Development Group | June 2008—January 2009

Marketing Manager

Led the marketing department in an integrated approach for a land development company.

- Managed all PR related events.
- Negotiated and managed all vendor relationships.
- Developed and designed all internal and external communications to support the campaigns including email invitations, online ad/landing page content, and newsletter sponsorships.
- Managed online & offline events including the development of strong messaging, driving traffic/attendees, and on-site logistics support for events.
- Created a concise marketing message and taught, trained , and coached staff on effective use of marketing materials and new material release.
- Identified and executed new programs based on a target market strategy; online, email, and direct.
- Implemented sales strategy for all aspects of the land development business.
- Created and designed art related to branding including logos, brochures, web design, and outdoor boards.

Applebrook Golf Club | August 2001—October 2007

Club Manager

Managed operations at an exclusive Philadelphia Main Line golf club with annual revenues of \$3.5 million.

- Strategically planned and marketed promotional events targeted at developing club participation increasing gross profits by 8.5% in a 3-year period.
- Created direct marketing campaign for membership stimulating participation in events and increasing restaurant revenue to over \$1.1 million.
- Supervised 5 direct reports, designed training programs and oversaw the management, training and development of their staff raising employee retention by 25%.
- Increased overall member satisfaction rate for the clubhouse operation resulting in a one-year member increase of 15% (a 10% growth).
- Managed the development of a \$900K annual F&B operating budget making an expansive decrease in expenses of \$50K and a decrease in cost of goods by 3% while increasing revenue by \$230K over a 2-year period.
- Strategically planned and marketed promotional events targeted at developing club participation increasing gross profits by 8.5% in a 3-year period.
- Created direct marketing campaign for the membership stimulating participation in events and increasing restaurant revenue to over \$1.1 million.
- Developed strong PR programs among a diverse customer base ranging from CEOs, physicians, and other high profile members, which is incorporated into the daily routine of internal top-tier managers and employees.
- Planned and executed special events programs designed at driving membership growth.

Education

BA English | Randolph Macon College, | Ashland, VA 1995