

Michael McMillan

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Senior UX and Interactive Designer

Essential Skills:

Mobile website & application design, Visual design, Interface design, User experience design, Front-end web development

Software Expertise:

Photoshop, Illustrator, InDesign, Keynote, OmniGraffle, Balsamiq, TextMate, Sublime Text

Web Technologies:

HTML, HAML, CSS3, SCSS, LESS, OOCSS, PHP, Ruby on Rails, JavaScript, jQuery, SVN, Git

Methodologies:

Interviews, Usability Testing, Surveys, Web/Search Analytics, Card Sorting, Personas, User Scenarios, Pen & Paper

Professional Experience

eLocal USA, LLC. | 2010-Present

Senior UX & 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.
- Applied 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.
- Conduct A/B testing via VWO platform to test landing page hypotheses.
- Contributed 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.
- Conducted stakeholder interviews and both remote and in-person user interviews and usability tests.
- Created click-throughs and prototypes for web and mobile/tablet for use during tests. Synthesized and compiled findings to inform UX strategy.
- Drove 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.

Trend Source, Inc. | 2003-Present

Creative Director

Primary objective to maintain overall client vision and objectives thru strong design concepts thru 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 for relaunch of brands.
- Create dramatic results for clients' brand awareness through innovative logo, poster, brochure and magazine layouts (Philadelphia Magazine and Mainline Magazine).
- Performed PR function with multimedia outlets to drive client's brand awareness.
- 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.

Earth Companies Development Group | June 2008—January 2009

Marketing Manager

Led the marketing department in an integrated marketing approach to coordination and development of all marketing and PR activities for a land development company.

- Created and designed art related to branding including logos, brochures, web design and outdoor boards.
- Developed and designed all internal and external communications to support campaigns including email invites, online ad/landing page content, and newsletter sponsorships.
- Managed online & offline events including: strong messaging to drive 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.

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.

Pasion September 1998-August 2001

Chef de Cuisine

- Won 2 renowned James Beard Award— Best Chef Mid-Atlantic, Best Single Subject Cookbook (with personal credits).

Education

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