

Sean McCartney | 619.549.3692

(no relation to the Beatle)

PRODUCER | STRATEGIST | DESIGNER | DEVELOPER

SKILLS

Brand & Marketing Strategy
Concept & Campaign Ideation
Budget Creation & Management
Proposal/SOW Authoring
Timeline Creation & Management
Deliverables Identification & Management
Client Relationship Management
Information Architecture Design
Technical Assessment & Reporting
B2B UI/UX Planning & Design
Project & Team Management
Front-end Development (HTML/CSS)
Drupal & WordPress CMS (Design, Dev, Mgmt)
Technical Spec and Handbook Authoring

SUMMARY

Experienced in directing and managing the digital development of web and mobile sites and applications from early stage planning to budgeting & timelines, resource allocation and tracking, developer management as well as design & art direction, QA, launch and post launch activities. Strong leadership and guidance experience of developer teams of internal, contracted and distributed global work models. Project management/producer expertise with knowledge in design and development requirements. Healthy sense of humor to keep the most stressful projects grounded and focused.

EXPERIENCE

Design & Development | November 2017 - Present
Contracted Freelance, San Diego CA

Planning, managing, designing and developing web presences for professional service providers and small businesses. Duties included but were not limited to:

- Develop site maps (information architecture)
- Organize and write content (as needed)
- Determine site hosting needs and set up all client hosting via 3rd party providers (when needed)
- Design UI/UX responsive websites for clients
- Hand code client approved designs using HTML/CSS/PHP/JavaScript/JQuery
- QA site designs across multiple browsers and platforms
- Write guideline documentation and training pdfs to allow clients to self manage sites

Web & Mobile Designer/Developer | December 2015 - November 2017
Plum Healthcare Group, San Marcos CA

Acted as the design lead for the Intranet Technologies department of this Skilled Nursing facility management firm with 11,000 employees spread across a 4 western states. Duties included but were not limited to:

- Design and managed the development of a CMS intranet (Drupal)
 - Created Sitemap/Information Architecture
 - Wrote RFP and reviewed third party vendors bids on the intranet development
 - Managed third party vendor relationship on the development of the intranet site
 - Designed the UI/UX and all accompanying graphics for the site
 - Followed design industry best practices for internal site reports
 - Worked with internal development team on prioritizing new intranet features and scheduling delivery dates of new features
 - Created PDF training materials to educate employees and content creators on the use of the new intranet
 - Created and edited Drupal views and taxonomies to fit various departments requirements
- Designed and developed a mobile application for facilities/field employees to view 5 key daily reports on their mobile devices
- Designed and developed IT department email and web graphics as needed

Web Project Manager/Producer | July - October 2015 (via placement agency)
Stanford University, Palo Alto CA

Contracted with the School of Humanities and Sciences to help modernize over 100 web properties ranging from individual websites to large department sites on a Drupal 7 framework. Duties included but were not limited to the following:

- Managed the content development of multiple sites in various stages of production
- Managed the launch of 8 departmental websites over a 1 month period
- QA and edited site content for styling, web best practices and accessibility
- Created and Edited Drupal views and taxonomies to best serve clients needs and goals
- Information Architected and designed a Biology & Psychology Labs site template to extend respective departments offerings
- Created internal documentation to enhance future on-boarding, clarifying rolls and enhance work-flow within the department
- Wrote guideline documentation for department sites on technical specs as well as Drupal content editing handbooks

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Digital Producer | March - July 2015 (Contract/Freelance)
Giant Agency, San Francisco, CA

Giant is a full service design agency specializing in the creation of traditional and digital design and marketing for the Pharma/Healthcare industry. Accomplishments and job duties included but not limited to the following:

- Managed the simultaneous launch of three responsive websites for one brand speaking to two different audiences
- Directed all developer partner communication for a number of website and trade show projects
- Directed the development of an interactive quiz for a trade show booth using third party cloud based software application
- Managed the development of a green screen video display wall incorporating traditional printed elements for an industry trade show
- Wrote third party service agreements after estimating partner hours
- Created purchase order requests as well as recorded hours within Workamajig
- Participated in initial project scope meetings to guide development for client sites
- Assisted QA team with Review of websites, entering issues into JIRA tracking system

Digital Director | 2010 - 2015
Rogue Brands LLC, San Diego, CA URL: www.roguebrands.com

Rogue is a full service digital design and development agency specializing in desktop and mobile sites and applications as well as traditional branding and marketing campaign ideation. Accomplishments and job duties include but are not limited to the following:

- Scoped, produced and launched Sony mobile product catalog app (generating a 2/3 reduction in Sony's annual product training expenditure)
- Scoped and produced a new sports federation membership website (averaged 1,500 unique daily users in the first 3 months of launch)
- Led the development of Zeiss Lenses Sam's Club and WalMart intranet product website (receiving exemplary praise from the Zeiss field sales)
- Led the design and development teams on a proof of concept intranet website for LinkedIn and an internal training library site
- Met with prospective clients and deciphered project needs
- Authored and presented project proposals including budgets, timelines, targeted technology and deliverables
- Created information architectures for websites and applications
- Managed internal and external developers from concept to delivery of projects
- Project management including daily check-ins with client and team, status reporting and time allocation tracking and reporting
- Communicated design rationale and technology concerns from design team as well as developers back to client and internal stakeholders
- CMS content propagation and training
- Handled all company HR and accounting duties

Interactive Director | 2006 - 2010
Morris! Communication (now The Mth Degree), San Diego, CA

Morris is a boutique traditional and digital branding agency. I led the creation of an enhanced interactive department, hiring web designers as well as front-end developers to expand the service offering at Morris. Some of the accomplishments and duties were:

- Maintained clients brands style guidelines in the interactive environment
- Designed and developed Flash sites, banners and DVDs
- Created and restructured all client and internal web site information architectures
- Supervised interactive designers, front-end developers and contractors
- Assisted company founder and creative director with initial client meetings and spoke to technological aspect of client projects

EDUCATION

California State University, East Bay
Master of Art: Multimedia

Art Institute of Seattle
Associate of Applied Art: Multimedia/Computer Animation

California State University, Chico
Bachelor of Science: Business Administration, Marketing
Minor: Human Resource Management

INTERESTS

Comedy, Cycling, Sea Kayaking, Golf, Digital Photography, Domestic and International Travel

PORTFOLIO

Currently under redesign, sample designs and client links available upon request