

BRANDON MCNEELY

PHILADELPHIA, PA

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PHILLY IMPRINT FREELANCE DESIGN STUDIO | PHILADELPHIA, PA

Studio Manager MARCH 2018-PRESENT

UX/UI Design lead for 2 comprehensive consumer health apps being created for GSK

- **UX strategy and research:** competitive analysis, value proposition, funnel matrix, journey maps
- **UX and UI design:** wireframes, identity creation, layout, prototyping, design system creation

BACKE MARKETING 20 PERSON MARKETING AGENCY | RADNOR, PA

Senior Art Director SEPTEMBER 2018-MARCH 2019

Art Director JANUARY 2014-SEPTEMBER 2018

Interactive Designer JUNE 2011-JANUARY 2014

Led UX and UI website designs for clients in higher education, bridal, pharmaceutical, non-profit, healthcare, and manufacturing industries, including commerce websites

Created UX and UI designs for over 20 GlaxoSmithKline corporate and product websites

- Researching, wireframing, personas, prototyping, and visual design system creation
- Design of various website and webpage templates for all brands to follow
- Led work expanding a patient-facing symptom tracking app

Designed multiple brands including logo and identity systems, brand style guides, websites, digital and print marketing, and environmental collateral

Campaign concept development and creation including animated banner ads and emails

Successfully led agency-wide learning programs on the latest workflow processes, strategies, technologies, and visual trends, including experience design, progressive web apps, agile workflows, and CSS grid

Bolstered the agency UX and design thinking toolset to solve problems strategically and thoughtfully

Significant projects for: **Alfred Angelo Bridal, GSK, Endo, Aptevo, Exagen, Peirce College, Airgas, CSC, PMI,**

Delaware Valley University, Robard, Stokes Equipment, Operation Surf, HTH Worldwide, The Iron Shop

SMITHWORKS DESIGN COMMUNICATIONS 6 PERSON DESIGN STUDIO | WEST CHESTER, PA

Designer/Programmer FEBRUARY 2007-JUNE 2011

Design and custom coding for regional and national websites

Responsibilities included content audits, site maps, wireframes, copywriting, design, and coding HTML/CSS

Brand-driven identities and collateral creation for several industries

Significant projects for: **Gore, Furmano's, Guess Watches, Spode/Royal Worcester, Drexel University, Lores Chocolates, Stoney Bank Nurseries, H.L. Chalfant, Celerity, J.W. Pepper, Benefitworks**

DEVON INTERNATIONAL GROUP 100+ PERSON CORPORATE GROUP | KING OF PRUSSIA, PA

Design Manager AUGUST 2005-FEBRUARY 2007
Web and Graphic Designer NOVEMBER 2004-AUGUST 2005

Successfully built, managed, and led internal graphic and web design team; worked directly with executives

Developed and carried out brand strategies, including company and product launches

Developed logos and visual brands for industries including healthcare, IT, and manufacturing

Design of internal and external-facing websites, collateral, packaging, and ads

FREELANCE

COMPANIES/ORGANIZATIONS

Greene Marketing MARKETING AGENCY
Creative Strategy Group MARKETING AGENCY
Kutztown University MARKETING DEPARTMENT

BRANDS

M&M's, World Wildlife Fund, Sungard, Tastykake, American Idol, Kraft, Schick, Viente, Vertex, Partycake Cards, Federal Donuts

WRITTEN PUBLICATIONS

Flow Experiences

RECOGNITION

Davey Award | Brand guide design

Silver Addy Award | Logo design

Finalist, Best Creative Person
 American Business Awards

Employee of the Quarter
 Devon International Group

EDUCATION

Kutztown University 2000-2004 CUM LAUDE
Bachelor of Fine Arts in Communication Design
 Concentrations in graphic and advertising design

KEY SKILLS

PROGRAMS

InDesign, Photoshop, Illustrator, XD, Figma, Sketch, Invision, Axure, UXPin, Framer, Atom

COMPLIMENTARY SKILLS

HTML and CSS (grid and flexbox), Photography, Writing (web and brand strategy)

UX | DESIGN THINKING KNOWLEDGE AND SKILLS

Wireframes, Accessibility, Competitive Analysis, User Research, Value Proposition, Journey Mapping, Funnel Matrix, Provisional Personas, Content Priority Guides

PORTFOLIO

Please find design examples and case studies at www.liquifieddesign.com

In-progress projects can be obtained via email at brandesign82@gmail.com