

Relevant Experience

Gridd Design

October 2008-present

Freelance Designer and Front-end Developer. Projects include libraleather.com and other ongoing website creation projects. Responsibilities include client consultation, proposal writing, Identity design, graphic design, information architecture design, front-end development, and cross-browser testing. Solutions include semantically structured XHTML/CSS, Flash, JavaScript and PHP implementations.

Stratacomm LLC.

February 2009-August 2009

Associate Creative Director. Lead designer responsible for digital media (websites, microsites, blogs, social networks and multimedia applications) and print marketing collateral (brochures, trade show graphics, issue branding and education materials). Participated in new business pitches, supervised Junior Designer and managed production for Stratacomm created materials.

Boston Magazine and Philadelphia Magazine (Metrocorp)

May 2007-Dec. 2008

Designer/Developer. Lead designer responsible for creative direction and implementation of web microsites, landing pages, editorial Flash slideshows, email newsletters and advertising materials for bostonmagazine.com and phillymag.com. Conceived design direction, structured Information Architecture, created wireframes, provided mockups for approval using Illustrator/Photoshop, and developed web pages using hand-coded XHTML/CSS, custom CMS, Flash, JavaScript and PHP implementations.

Corey McPherson Nash

March 2007-May 2007

Technology Intern. Responsible for assisting with web design, code and maintenance for company web clients. Hand coded web designs from Photoshop templates, performed QA on existing XHTML/CSS and built additional pages and templates for client websites. Worked on both Mac and Windows platforms to adjust code for cross-browser compatibility.

Center for Digital Imaging Arts @ Boston University

Sept. 2006-Sept. 2007

Teaching Assistant, Graphic and Interactive Design. Assisted the instructor in a class of 15 students covering such topics as Design Principles, Illustrator, In Design, Photoshop, Color Management, XHTML/CSS, Flash and JavaScript. Aided students with technical questions and presided over class critiques and creative reviews.

TransForm Pharmaceuticals

May 2002 – Jan. 2006

Human Resources/Public Relations Assistant for startup pharmaceutical company. Developed graphic design and managed the print process of company communications, PowerPoint presentations, holiday cards, event invitations, internal marketing, and other design projects as needed. Maintained and updated company external website and intranet using Dreamweaver and HTML.

THINK New Ideas, Inc; New York, NY

July 1998-March 2000

Account Planner/New Business Consultant for multimedia advertising/consulting company. Conducted competitive research, wrote questionnaires and discussion guides for consumer focus groups, moderated focus groups and usability labs, analyzed research data to write creative briefs for the art department.

Education

- Center For Digital Imaging Arts @ Boston University: Certificate in Graphic and Interactive Design, 2006;
- Connecticut College, New London, CT: BA Hispanic Studies.
- Phillips Academy, Andover MA: Diploma

Skills

- XHTML, CSS, Adobe CS3 including Dreamweaver and Flash, Comfortable in PC and Mac environments, Tenacious troubleshooter
- Knowledge of: JavaScript, PHP, Action Scripting;
- Spanish speaker, vocalist, voice over artist.

Select Freelance work – September 2006-Present – Expanded portfolio at kellyannmccann.com

Company Name	Project Type	url
Moveable Feast Tours	Identity + Web Design/Development	Moveablefeasttours.com
NPR (contractor)	Web Design	npr.org
National Association of Broadcasters	Web Design/Development	nabshow.com
Dale Blank Photography	Web Design/Development	daleblank.com

Past Experience

In January of 2006, I enrolled in the Center for Digital Imaging Arts to pursue a career change to the field of Graphic and Web Design. My previous experience includes 15 years of Human Resources and Office Manager positions in various industries (publishing, advertising, legal, pharmaceuticals) at companies both large and small. The organizations for which I worked include large, well-established corporations (EF Education, Barnes & Noble, N.W.Ayer and Partners, THINK New Ideas) to small start-up and early stage companies (Axiom Legal, M. Shanken Communications, TransForm Pharmaceuticals).