

MAC CADY

WEB DESIGNER

PROFILE

Solution-driven professional excelling in highly collaborative work environment, finding solutions to challenges and focused on complete customer satisfaction. Proven experience developing web sites using HTML, CSS, Photoshop, Illustrator, Adobe XD and other applications. Experience building products for desktop and mobile phone users, meeting highest standards for web design, user experience, best practices, usability and speed. Responding to challenges by designing and developing solutions and building web applications properly aligned to customer's services. Experience ranges from non-profits to major agencies.

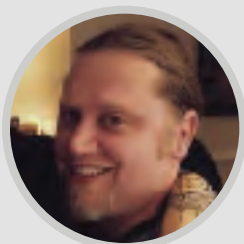
CONTACT

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EXPERIENCE

UX Designer

Catholic Relief Services - Baltimore, MD - 2021-present

- Re-design of the CRS website (develop personas, testing prototypes, information architecture, etc).
- Daily production needs (New web content, prototyping and mockups, marketing needs, email production).

Web Designer

WebSight Design - Sausalito, CA - 1998-2021

- Built and styled over 200 web sites, thoroughly covering every aspect of web production, from the initial design phase, to working with developers to bring the front end together with backend programming.
- Created site layouts, user interfaces, mock-ups and other client related needs in the marketing arena. Various projects completed using Photoshop, Illustrator, HTML, CSS as well as film and video production.
- Established close working relationships with high-profile clientele like Carlos Santana, Hard Rock Hotel, Tres Agaves, and the Milagro Foundation.

Web Designer (UI/UX)

inmotionnow - Research Triangle Park, NC - 2006-2008

- Responsible for all design and marketing needs of the company.
- Established milestones for all projects and worked with team members to meet aggressive deadlines.
- Developed and maintained company web site, marketing materials, software product design and implementation, and sales presentations.

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EDUCATION

Georgia State University - Atlanta, GA

Bachelor's in Film and Video

1996 to 1998

University of Rhode Island - Kingston, RI

Communications

1995 to 1996

George Mason University - Fairfax, VA

English

1994 to 1995

HOBBIES

Building furniture

Painting

Photography

Shooting video

Travel

Time with family

SKILLS

- User Interface (UI)
- User Experience (UX)
- Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Adobe Premiere
- CSS
- HTML5
- Visual Studio
- Google Analytics
- Adobe Analytics
- Javascript
- PHP
- Microsoft Office (Word, Excel, PowerPoint)
- Various Film and Video Editing programs
- WordPress
- Basecamp
- Final Cut Pro
- BrowserStack
- Constant Contact
- Email Marketing
- Web Design
- Agile Environment
- Scrum Environment
- Front-End Development
- Video Production
- Typography
- Layout design
- Web Development
- Search Engine Optimization (SEO)
- Color Theory
- Graphic Design
- Digital Marketing
- Stensul
- EveryAction