

## **Kevin McCarry**

### **Objective:**

A challenging, creative position utilizing my web/graphics and coding expertise while contributing to your company's growth.

### **Online Portfolio:**

<http://www.kevinmccarry.com>

### **Proficient in (on both MAC & PC):**

Photoshop, Illustrator, Flash, Fireworks, Dreamweaver, HTML & XHTML, CSS, Javascript, Microsoft Office, CMS (Vignette, Joomla, Wordpress), Microsoft Commerce Server Bizdesk, Omniture (Site Catalyst), Sony Vegas Pro, JQuery, FBML (Facebook Markup Language), Omni Graffle, Familiarity with PHP

### **Work Experience:**

Senior UX Designer  
Guitar Center, Inc.  
Westlake Village, CA  
7/11 – Present

### **Responsibilities:**

- Complete wireframes and visual design as needed for company's needs
- Provide user experience input on current projects outside of my UX group
- Credited with design/flows of new cart, checkout, login and password recovery and social integration for 3 brands (Guitar Center, Music & Arts, Woodwind & Brasswind)
- Redesigned internal web site for Guitar Center
- Designed user flow and visuals for internal promotional wizard used for thousands of promotions per year
- Integrated several upgrades to product detail pages still in development (Add to Cart area, Question & Answer areas and user flows, etc.)

### **Summary of Growth for GuitarCenter.com:**

New cart for Guitar Center has a +7.7% improvement for "cart conversion" compared to previous year

Web Designer  
Mobile Messenger, Inc.  
Culver City, CA  
2/11 – 7/11

**Responsibilities:**

- New site design and implementation on the Joomla CMS platform
- Maintaining/Editing current sites as needed by client
- Design and implementation of Paris Hilton's mobile site (mobile.parishilton.com)
- Creation of marketing banners for the Paris Hilton's mobile site (mobile.parishilton.com)
- Design, maintain, and implement web sites for mobile campaigns as needed

Web Designer  
GGW Brands, Inc.  
Santa Monica, CA  
3/10 – 2/11

**Responsibilities:**

- Monthly promotion and site graphic changes for the Girls Gone Wild (GGW) web site
- Maintaining/Editing user submissions to the GGW HGIA contest
- Was a key member of the UI development team for the Perfect Skin Brand
- Creation of marketing banners for the Perfect Skin brand
- Provide input on site design and user flow across all sites (GGW, Perfect Skin)
- Created and maintained all Social Network designs and sites (Custom App Development, Custom Facebook Tabs, etc.)

Web Designer (Lead)  
CPO Commerce, Inc.  
Pasadena, CA  
4/09 – 3/10

**Responsibilities:**

- Monthly promotion and site graphic changes across 30+ sites
- Enhancing site with new features using updated code
- Manage design team project queue and prioritize each task
- Communicate with brand managers to get ideas on how to effectively update site graphics and user flow
- Provide input on site design and user flow as we transition from a yahoo based store to the Demandware ecommerce platform
- Create site graphics and user flow for new branded sites we launch

Interactive Producer  
Callaway Golf Interactive, Inc.  
Austin, TX  
3/08 – 4/09

**Responsibilities:**

- Credited with major design portion of [www.prolinepreownedgolf.com](http://www.prolinepreownedgolf.com) from concept to implementation (wireframes, design layout, rollover effects, etc.)
- Develop strategies and messaging with team for marketing campaigns (Christmas, Mother's Day, etc.)
- Create landing pages and web banners to be used for marketing campaigns on [Shop.CallawayGolf.com](http://Shop.CallawayGolf.com)
- Design, develop, and deliver email newsletters for [Shop.CallawayGolf.Com](http://Shop.CallawayGolf.Com) (approximately 240,000 consumers per send)
- A/B newsletter design sends for testing (click-through rates, open rates, conversion rates, etc.)
- Cross browser testing (i.e. Firefox, Safari, IE Versions 6 & 7)
- Manage all new products for launch to e-commerce web sites ([Shop.CallawayGolf.Com](http://Shop.CallawayGolf.Com), [www.CallawayGolfVIP.Com](http://www.CallawayGolfVIP.Com), [www.CallawayGolfShoppingSpree.Com](http://www.CallawayGolfShoppingSpree.Com), [www.CallawayGolfOutlet.Com](http://www.CallawayGolfOutlet.Com))
- Closed the gap between IT and marketing departments using Scrum project management technology
- Daily site maintenance to improve accessibility and overall site quality

**Summary of Growth for Shop.CallawayGolf.com from 2007 to 2008:**

- Total revenue increase of nearly 42%
- Total unique visits up over 27%
- Total items sold up over 58%
- Total products on site up nearly 79%
- Orders from email newsletters up over 240%
- Conversion rate from email newsletters up over 64%
- Total email revenue up nearly 70%

**Rewards:**

Received "Golden Shovel" in May 2008 for excellent work and going above and beyond calls of duty to complete tasks. Only presented once per quarter.

Asst. Interactive Producer  
Callaway Golf Interactive, Inc.  
Austin, TX  
6/06 - 3/08

**Responsibilities:**

- Creation and editing product images for use on multiple e-commerce platforms
- Created landing pages and web banners to be used for marketing campaigns

- Develop and deliver emails for bulk sends to Callaway Golf corporate email lists (Top-Flite, Ben Hogan, Odyssey, and Callaway Golf), new product announcements, staff player wins, etc. (from 1,100 - 650,000 emails)
- Cross browser testing (i.e. Firefox, Safari, IE Versions 6 & 7)
- Create print advertisements for [www.CallawayGolfOutlet.Com](http://www.CallawayGolfOutlet.Com) and [Shop.CallawayGolf.Com](http://Shop.CallawayGolf.Com)
- Manage new product readiness for launch to e-commerce sites ([Shop.CallawayGolf.Com](http://Shop.CallawayGolf.Com), [www.CallawayGolfVIP.Com](http://www.CallawayGolfVIP.Com), [www.CallawayGolfShoppingSpree.Com](http://www.CallawayGolfShoppingSpree.Com), [www.CallawayGolfOutlet.Com](http://www.CallawayGolfOutlet.Com))
- Daily site maintenance to improve accessibility and overall site quality

**Rewards:**

Promoted to Interactive Producer

Web Designer  
Bizopia, LLC  
Houston, TX  
7/04 – 6/06

**Responsibilities:**

- Creation and editing of web sites for clients
- Editing of audio and video for clients as per their requests
- Communicate directly with clients to meet their needs
- Logo Design
- Development of web templates for Bizopia
- Determining cost of projects on a per case basis

**Rewards:**

Placed Team Lead

**Education:**

The Art Institute of Houston  
Associate of Applied Science Degree  
Multimedia & Web Design  
1/02 - 3/04