

JENNY MCCARTHY

Senior Graphic Designer, UI/UX Designer, Illustrator

Charlotte, NC

jenny.mccarthy11@gmail.com

www.thatjennymccarthy.com

CAREER SUMMARY

A driven, award winning senior designer with over 15 years experience providing beautiful design solutions for print and web that have boosted branding and sales while exceeding business expectations.

Direct experience building graphics, layouts and animations on every type of screen for prestigious events such as CES and PAX East.

Diversely skilled across multiple areas including leadership, art direction, understanding business/client needs, problem solving, rebranding, product development and B2B/B2C.

Secured high-level recurring clients through customer relationship building, skilled presentations and successful results.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Animate
- Adobe XD
- Figma
- Sketch
- InVision
- Prototyping
- Packaging
- Research
- Photography
- Illustration
- Typography
- Wireframing

EXPERIENCE

PrizeLogic August 2019 - Present

Incentivized marketing experts and a partner to both agencies and brands.

Freelance UI/UX Designer

Designing web and mobile promotions for national brands.

American Tire Distributors July 2021 - Present

Wholesale Tire Distributor

UI/UX Designer

- Consulting with clients and stakeholders to understand their goals
- Field research by interviewing and observing
- A/B usability testing with developers
- Developing personas, usage scenarios, flow charts, wireframes, storyboards, sitemaps and screen flows
- Creating high fidelity product prototypes
- Analyzing user feedback and activity to enhance the experience
- Assisting with content development and digital marketing

DNP Imagingcomm America Corporation December 2019 - July 2021

Offers innovative printer and media solutions that address the needs of retailers, event photographers, and photo booth operators.

UI/UX Content Creator

Work with a team of developers to maintain, update and refresh kiosk software in all Walgreens stores to ensure a harmonious interaction with customers.

- Create guides for developers and designers to ease implementation of new products and kiosk interaction.
- Study customers for improved UX within the store.

Fashioncraft July 2017 – August 2019

Family-owned wholesale supplier in the wedding favor industry.

Senior Graphic Designer

Tasked with leading all design aspects of the business. Created new products, illustrations and packaging based on continuous awareness of upcoming trends in the industry. Provided assistance with managing outsourced employees, photography and production companies.

- Illustrations for sticker designs created more business.
 - Product design and custom logos established more interest in various promotional items.
 - Suggestion of new photography for a more trendy, modern look made an impact on B2C sales.
-

AOL Inc. April 2014 – June 2016

A digital media company that develops and maintains multiple online businesses including websites, a search engine, internet connectivity, email service and more.

Senior Graphic Designer

Worked on a team of designers, developers, copywriters and sales managers to create large-scale print and web graphics for esteemed technology events, while mentoring remote designers. Conceptualized ideas using storyboarding and wireframing. Generated branding of new products.

- Entrusted with independent design of various events which procured additional business for the company.
 - Became the go-to person for others that were overloaded due to my time management skills.
 - Provided relevant suggestions during corporate meetings that resulted in using my input for important events and branding.
 - Involved in the development of the Build series and #BuiltForGirls.
-

The Huffington Post January 2013 – April 2014

American news and opinion website and blog, with localized and international editions.

Sales and Marketing Graphic Designer

Spearheaded design with the sales team, providing advertising solutions on The Huffington Post website. Customized presentations per clients' guidelines.

- While collaborating with Goldman Sachs, won an iMedia Agency Award in 2013 for the "What is Working: Small Business" campaign.
-

iHeartMedia January 2010 – December 2012

A leading global media and entertainment company specializing in radio, digital, mobile, social, live events and on-demand entertainment.

Sales and Marketing Graphic Designer

Aided the sales managers in creating presentations that beautifully illustrated their proposals. In addition, worked on mocking up website and mobile pages for client campaigns.

- Changed the direction of the standard powerpoint presentation to a more interactive one using Adobe Flash.
- Acquired Verizon as a client as a result of the visual proposal I created. Received praise from the client, sales manager and President of National Sales.

EDUCATION

Long Island University – C.W. Post Campus
Bachelor of Fine Arts in Digital Art & Design

While attending University:

- Gallery show at Long Island University
- Project published in "Designing for Print" book by Charles Conover