Charles Mackey

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Sr. Designer/Art Director

Digital Marketing • Creative Content • Senior Leadership • Artistic Vision

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| --- | --- |
| Graphic Design Mastery  Print & Digital Projects  SEO Optimization  Strategic Planning  Brand Growth  Concepting  Web Design  Storyboarding  Cross-team Collaboration  Relationship Building  Budget Management  Client Services | Highly skilled and driven Senior Designer with extensive experience devising, establishing, and leading digital and print marketing projects aimed at enhancing revenues, penetrating markets, and achieving brand growth.  Track record of success as a senior leader and innovative problem solver. Able to apply world-class design and production skills to create assets across: video, print, illustration, websites, motion graphics, sitemaps, storyboards, infographics, iconography and user interfaces.  Expert knowledge and ability within multiple environments and situations related to graphic design, website development, multimedia experience development with a strong focus on conceptual thinking.  Adept communicator with a keen ability to forge solid working relationships with other creatives, cross-functional team members, and senior leaders. Counted on to guide special projects on a major scale and serve as creative lead.  Effectively guide complex design challenges including the delivery of high impact initiatives for cross team collaborations, streamlining workflows, and designing creative content. |

Professional Experience

**MITRE** **⎯** Bedford, Massachusetts 2015 – Present

**Senior Graphic & Multimedia Designer**

Directly responsible for development and oversight of internal and external communication collateral. Assess market position and trends, devise branding strategies, and present to senior management. Promote brand awareness and maintain graphic consistency across all deliverables. Oversee design projects; schedule tasks, design style-frames, coordinate team members, and review campaign results. Apply advanced technical skills during storyboarding, creation of motion graphics, website design, infographics and development of interactive displays.

***Key Contributions:***

* Received MITRE Directors Award for 2016 Best Annual Report Design.
* Successfully obtained security clearances for multitude of sensitive projects; worked with variety of high-level clients including government agencies.
* Championed new visual style guidelines for multimedia products resulting in new customers.
* Effectively grew business streams across new media by educating internal creative staff.

**Intronis ⎯** Chelmsford, Massachusetts 2013 – 2015

**Multimedia & Graphic Designer**

Art Director overseeing key areas including web building, SEO optimization, functionality, and UX while exercising expert knowledge of development and design concepts, strategies, and methodologies. Managed in-house and outsourced teams to create visual content. Presented creative design strategy to various groups and fostered consensus across all stakeholders.

***Key Contributions:***

* Coordinated with all Intronis stakeholders to rebrand Intronis across all media; elevated overall visual profile.
* Earned a Hermes Gold Creative Award for Best Logo Design.
* Realized significant savings by spearheading installation and management of new internal video studio.

**CM Creative** ⎯ Billerica, Massachusetts 2010 – 2013

**Senior Designer | Principal**

Provided technical and design knowledge and services. Forged solid interdepartmental and team member relationships that enhanced workflows and delivery of service. Collaborated with high-level clients to develop brand image and visual content. Designed creative assets used across multiple media channels.

***Key Contributions:***

* Conceptualized and launched leading-edge creative and technical design studio providing innovative promotional solutions to a diverse clientele.
* Key clients included; Industry Drive, Shire, White Fox Marketing, Benchworks Marketing, Journal of Bone and Joint Surgeons, AliMed, Clinical Connections, MyStockOptions.com, EasierLiving.com, Triangle Publishing Services, The Software Decision Journal, Rue La La fashion, Sterlingwear of Boston, Microsoft, Dean and Derek TV branding, and Bunker Hill Community College.

**Reed Business Information, Design News Magazine** ⎯ Waltham, Massachusetts 2003 – 2010

**Senior Art Director**

Art Direct efforts for monthly publication and create a diverse range of visual content and products. Mentored and shared knowledge with junior designers for best practices. Emphasized brand continuity across various media such as cutting-edge graphics, social media platforms, and web content. Developed and built video studio design studio. Reviewed all production materials on key projects and managed operational, strategic, and administrative functions. Identified and assigned cutting edge photography and illustration. Obtain outside resources as needed.

***Key Contributions:***

* Acknowledged by ASBPE for Best Magazine Design in 2004.
* Won 1999 Ozzie Award for Best Digital Image.
* Earned Employee of the Year Award in 2009 for Innovation.
* Delivered sound leadership that achieved results through initiative, creativity, and teamwork to meet and exceed short and long-term goals and objectives.

Technical Skills

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| **Applications & Tools:** | Creative Cloud; Adobe Illustrator, Photoshop, Dreamweaver, Edge Animate, InDesign, After Effects, Premier, Media Encoder, Adobe XD, Character Animator, WordPress, Microsoft (Word, Excel, PowerPoint) Cinema 4D, Sketch, Intuiface kiosk |
| **Platforms**:  **Languages:** | Mac OS X, Microsoft Windows 10  HTML, CSS, JQuery, JavaScript |

Education & Credentials

**Degree in Design and Illustration**

**Art Institute of Boston** ⎯ Boston, Massachusetts

**Professional Development**

* Boston Motion Graphics, Global Cinema 4D User Group
* BATV Video Production
* Advanced After Effects Training
* Lynda.com ~ Multi-course Multimedia Development

**Affiliations**

* Boston Creative Group
* Boston InDesign Users group