

# Sean McWard

Associate Creative Director

2803 Dove St.  
Rolling Meadows, IL 60008

p: 847.212.4099

e: sean.mcward@seanmcward.com

w: www.seanmcward.com

in: www.linkedin.com/in/seanmcward/



## Creative Strategist

Leads, inspires and sets the vision and content strategy across print and digital.



## Creative Thinker

Collaborative partner in generating distinctive, engaging and compelling creative solutions.



## Creative Designer

Self-starting expert in concepting, producing and delivering on-brand creative.

## Professional Profile

Highly experienced and technically skilled B2B and B2C graphic design professional with proven talent in the corporate and agency environments. Recognized for designing and developing effective and innovative communications across multiple channels while maintaining consistent look and message. Strong project management skills with the ability to effectively handle the demands of multiple projects that are on time and on budget. Provides hands-on involvement, from beginning through completion, while effectively delegating responsibilities to team members to ensure success.

## Professional Skills

- Team Management
- Project Management
- Leadership
- Communication
- Digital Marketing
- Print Marketing
- Content Strategy
- Innovative Concepts
- Branding & Identity
- Digital & Print Design
- Website & Email Design & Development
- Photo & Vector Illustration
- Interactive & Video
- Trade Show Graphics
- Presentation Design

## Professional Experience

### VirtuMedia, Inc.

Arlington Heights, IL  
Associate Creative Director  
2002-2020

Lead creative activities including content strategy, brand messaging, creative direction and production that achieve client's business objectives. Understand client's immediate and long-term needs. Design and develop print and digital marketing materials. Study print and digital trends and latest best practices to deliver fresh, forward-thinking creative. Manage project scope, budget, process workflow, and tracking for all client work. Manage, mentor and foster the growth to team members; provide hands-on guidance and feedback.

- Designed and developed several major print and digital projects for 30+ clients promoting strong brand image and increased engagement rates.
- Overhauled client websites with modern design, responsive frameworks, API integrations, search engine optimization, branding consistency, and lead generation features.
- Produced creative print and digital design for global events with a budget of \$2M for a Fortune 100 company meeting strict turnaround schedule.
- Streamlined process for a school by programming online forms to create printable reports for evaluations resulting in a 50% input time reduction over previous method.

### Energes/d3

Chicago, IL  
Senior Art Director  
1999-2002

Led new client web and multimedia design pitches. Designed, developed and programmed html and flash websites, splash screens, video, online games and screensavers. Collaborated directly with clients to ensure proper deployment of project deliverables. Built collaborative partnerships and managed freelance graphic designers and programmers.

- Designed and programmed numerous new media projects for the LaSalle Bank Chicago Marathon, Jones Lang LaSalle, Everest Gum, Sound Punks and Altitude Group.

## Energes/d3

### continued

- Responsible for design and implementation of brand image and campaign for UOP's global advertising.
- Created, developed and maintained websites for Everest Gum, Sound Punks, The Altitude Group and Energes in Flash, including programming, site design, development of pages, animation, and splash screens.
- Designed and programmed web games for Amurof Confections (Big League Chew, Bubble Tape and Everest gums) to drive traffic to site and promote brand image.
- Created and developed multimedia projects for large video displays for Amurof Confections, Ace Hardware, Cingular, Clarity and Energes.

## Honeywell UOP

Des Plaines, IL

Contract Senior Graphic Designer

1989-1999

Designed high-impact presentations for global conferences and one-offs. Coordinated with outside printers on selection of papers and inks. Managed and mentored a team of 4 other creatives.

- Design and development of numerous brochures for UOP Business Groups' processes and internal publications.
- Created multiple top-notch presentations that have consistently impressed UOP internal and external customers.
- Key activities include design and creation of printed materials consisting of illustrative posters and invitations.
- Coordinated and project managed marketing material for large global conferences and symposiums.

## Technical Skills



Fluency in the uses of different applications, programming languages, and technology platforms.

### Internet

- WordPress
  - Plugins
  - Woocommerce
    - Woo Extensions
  - SEO Yoast
  - Google Analytics, ReCaptcha, Maps
- Drupal
- Adobe Experience Manager
- Dreamweaver
- Mailchimp
- Constant Contact
- Actionsript, CSS, HTML, Javascript
- Social Media
  - LinkedIn, Twitter, YouTube, Facebook

### Design/Layout

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Quark Xpress

### Multimedia/Presentation

- Flash
- Animate
- After Effects
- Audacity
- Powerpoint

### Document

- Office
- Acrobat

## Awards



Recognized for delivering high quality work

- **Ad-Q Award for Outstanding Advertising**
  - *European Chemical News*
  - *Chemical Week*
  - *World Refining*
  - *Asia-Pacific Chemicals*
- **Top Readership Award for Highest Readership**
  - *Hydrocarbon Processing*
- **Advertising Award for Highest Readership**
  - *Hydrocarbon Processing*
- **Harvey Communication Measurement Award for Outstanding Readership Response**
  - *Oil & Gas Journal*
- **Silver Quill Award of Merit**
  - *International Association of Business Communicators Marketing Communications*; Refining Ad Campaign

## Education



Elgin Community College  
Associates of Applied Science  
Degree in Graphic Design

## Volunteer Experience



Assisted in the guidance, growth and development of children

- **Cub Scout's Den Leader, Pack 289, Den 3**  
Boy Scouts of America - Northeast Illinois Council
- **Assistant Baseball Coach**  
Mundelein Baseball and Softball Association (MBSA)

## Special Training and Workshops



Continued education of business skills, tactics and tools

- Managing Total Quality
- Team Building
- Conflict Resolution
- Project Management
- Time Management

## Interests



Enjoys the quiet times that rejuvenate the body and mind

- Camping
- Fishing
- Family