

Sean McWard

Associate Creative Director

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Creative Strategist

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



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 in a fast-paced environment that are on time and on budget. Provides hands-on involvement, from beginning through completion, while effectively delegating responsibilities to team members ensuring success.

Professional Skills

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

Professional Experience

Sean McWard

Rolling Meadows, IL

Principal

2020–Present

Spearheaded the design and development of multiple B2B and B2C CMS websites for new business start-ups in the health care, manufacturing and education sectors. Designed and developed integrated digital marketing campaigns through aggressive email marketing and heavy social media presence. Managed clients project scope, budget, and workflow from initial start through completion while continually updating and creating new content.

- Rescued a failed development for a video subscription website that reaches over a potential 400k US and multi-million global nail artists. Developed intuitive backend layout and template systems for ease of content creation. Integrated email marketing journey initiatives within websites forms and subscription purchases.
- Developed B2C website for innovative headlamp start-up manufacturer. Created custom product pages showing multi-use features as well as slider/banner promotions integrating with email marketing objectives.
- Designed an online resource directory to help parents, caregivers and families find services and support for a prominent university hospital. Produced a new introduction video for the site as well as developed a Facebook Business Page creating video and image ads and posts targeting West Side Chicago.

VirtuMedia, Inc.

Arlington Heights, IL

Associate Creative Director

2002–2020

Lead creative activities including content strategy, brand messaging, creative direction and production that achieved client's business objectives. Designed and developed integrated print and digital marketing materials meeting client's immediate and long-term needs. Studied print and digital trends and latest best practices to deliver fresh, forward-thinking creative. Managed project scope, budget, process workflow, and tracking for all client work. Managed, mentored and fostered the growth of team members; provided hands-on guidance and feedback.

- Designed and developed several major print and digital projects for multiple domestic and global clients promoting strong brand image and increased engagement rates.

VirtuMedia continued

- Overhauled numerous client B2B and B2C websites with clean, 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 500 company meeting strict turnaround schedule.

Energes/d3

Chicago, IL
Senior Art Director
1998-2002

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.
- 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.

Technical Skills



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

Internet

- WordPress
 - Hundreds of Plugins
 - Woocommerce
 - Woo Extensions
 - SEO Yoast
 - Google Analytics, ReCaptcha
- Drupal
- Adobe Experience Manager
- Dreamweaver
- Mailchimp
 - API Form Integration
 - Campaigns, Templates
- CSS, HTML, Javascript
- Social Media
- Hosting Server Setup
 - Shared, Managed, VPS

Design/Layout

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

Multimedia/Presentation

- Flash
- Animate
- After Effects
- Audacity
- Powerpoint

Document

- Office
- Acrobat

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)

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

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