

Brandon McRae

Objective

To play a leading creative role in a corporate design department, graphic design or marketing firm creating great user experiences, design solutions, and outstanding visual communications.

Technical Skills

- Branding, conceptual design
- UX, UI, Usability Design
- Photoshop, Illustrator, InDesign, Acrobat
- Print Production
- HTML/XHTML, CSS
- Flash
- Video Editing: PremierPro, After Effects
- Audio Editing: Sound Booth

Experience

10/2009 – 4/2010

Creative Director

Apex Wine Cellars & Saunas, Woodinville, WA.

Led marketing, communications and creative department for this mid-size manufacturing company with a 22 branch locations across the US, UK, and South Korea.

- Set direction for and maintained all corporate and product branding.
- Designed and produced corporate marketing collateral supporting all departments and branches. This included: brochures, packaging, sell sheets, proposals and trade show graphics.
- Wrote and edited copy for all communications.
- Designed and produced new web sites and other web assets such as online demos and microsites using XHTML, CSS, JavaScript and Flash.
- Collaborated with IT Manager to maintain all corporate and product web properties.
- Designed and managed email marketing campaigns.

4/2009 – 8/2009

UI & UX Designer, Graphic Designer

Artech Information Systems, Bellevue, WA.

PROJECT

Microsoft, Redmond, WA.

Contributed to the interaction design and visual design for a new desktop application and web application for consumer users of Microsoft products.

- Created user interaction concepts that balanced user and business needs.
- Wireframed user interaction and screen structure.
- Designed high quality, high fidelity graphic layouts.
- Collaborated with team prototype developer to build a full-functioning prototype of our product for use in user testing.
- Collaborated with user researcher to develop UR test protocol, tasks, and assets for user testing.
- Participated in user-research lab testing for product prototypes and iteratively improved project design to reflect insights gleaned from user testing.



1/2008 – 1/2009

Graphic Designer, UI & UX Designer

Filter Talent, Bellevue, WA.

Provide professional graphic design and creative services to companies throughout the Seattle area.

- Clients: Microsoft, Redmond, WA, Leviton Voice & Data, Bothell, WA, and Maxon Furniture, Inc., Renton, WA.

PROJECT

Microsoft AdCenter Labs, Redmond, WA.

Lead the user-experience design for web sites and interactive demos of this online advertising, technology incubation team.

- Lead the complete redesign of the Adlabs web site.
- Drove the user experience and visual design for the AspireFitness web site, a new web application and social-networking site.
- Collaborated with program managers and development leads on major initiatives, using the Scrum development process.
- Conducted user-interviews and feature research, wrote user personas, use-case scenarios, designed site architecture, wireframes, hi-fidelity screen layouts and wrote detailed design specifications for off-shore development teams.
- Designed and produced compelling, professional print collateral to support team marketing activities.

7/2003 – PRESENT

Graphic & Interactive Designer/Owner

McRae Graphic Design, Redmond, WA.

- Provide creative services for print and interactive, web UI design, and user-experience design.
- Client projects include: branding/identity, marketing collateral, advertising, publications, packaging, digital illustration, web UI design, user-experience design and Flash animation design.

Client List:

Microsoft - Redmond, WA.

HL2 - Ad/Design Agency, Seattle, WA.

The Hacker Group - Ad Agency, Bellevue, WA.

Brockschmidt Design, Inc. - Design Studio, Kent, WA.

Elite Soccer Development Program - Redmond, WA.

LG Interiors, Inc. - Bellevue, WA.

Zetec International, Inc. - Snoqualmie, WA.

Leviton Voice & Data, Inc. - Bothell, WA.

Becker & Mayer, Publishers - Bellevue, WA.

American Red Cross of King & Kitsap Counties - Seattle, WA.

Habitat for Humanity of East King County - Redmond, WA.

Mountaingoat Outfitters - Spokane, WA.

Maxon Furniture, Inc. - Renton, WA.

ShopA-List.com - Fashion Retailer, Bellevue, WA.

Education

3/2006 – 4/2007

School of Visual Concepts, Seattle, WA.

Courses: Typography, Web Design (HTML, CSS, JavaScript), Graphic Design, Elements of Print Production, Brainstorming for Creatives, Expressive Lettering Design, Letterpress Printing, Project Management, and Advanced Design Studio

9/2002 – 6/2003

University of Washington/Extension, Seattle, WA.

Graphic Design Certificate Program

9/1993 – 6/1996

Western Washington University, Bellingham, WA.

B.A. in Liberal Arts, major entitled: *Music Business: Production, Promotion and Performance*