

Mac Cady is a solution-driven professional excelling in highly collaborative work environments, finding solutions to challenges and focused on complete customer satisfaction. Experience building products meeting highest standards for web design, user experience, best practices, usability and efficiency.

Bio:

- Create UX, UI, Visuals, developing personas, testing prototypes, information architecture, for the new website for Catholic Relief Services (crs.org)
- Create branding guidelines, all marketing materials and website for Family Connects International (familyconnects.org)
- Advanced coding experience with HTML and CSS
- As a UX Designer, was responsible for developing personas, testing prototypes, information architecture, etc
- Develop brand strategy and assets, including logo, style guides, website and all other brand collateral for small to large companies
- Collaborate closely with back-end development teams to ensure alignment of front end to back end
- Develop integrated style guidelines across entire suite of apps, sites, digital and print materials

MAC'S TOOLBOX

Adobe CC: Photoshop, Illustrator, InDesign, Premier, XD.
HTML, CSS, WordPress.

KEYWORDS

Design & Scale
Communication
Marketing
Critical Thinking
Project Planning
Time Management
Mentoring
Web, Print, & Video

CLIENTS

Family Connects International, Catholic Relief Services, Carlos Santana, Tres Agaves, WebSight Design, and over 200+ websites updated and/or built.

INDUSTRIES

Agency, Non-Profit, Web Design firm, Healthcare, Music, Documentary