

**sean mcginnis**

two lamp post lane  
chadds ford, pa 19317

610.388.8519  
sean@spike5.com

**extensive history of developing and creating award winning and innovative design solutions and leading creative teams for various industries**

experienced and highly effective creative leader with exceptional experience in interactive user centered design, direct marketing design, creative direction and strategy. seasoned in presentation of creative ideas and campaigns. highly skilled in design rationale as well as cross media branding and implementation. a proven team leader with strengths in creative team building and fostering. exceptional with working with business leaders to develop solid marketing programs for clients to generating profitable outcomes.

**core competencies**

- + interactive design and creative direction
- + direct marketing design and direction
- + design division leader and mentor of designers
- + interactive advertising design and creative direction
- + creative strategy development
- + collateral material design and development
- + education material design and development
- + pre-press print production
- + creative presentation and business development

**summary of qualifications**

- + demonstrated ability of building and leading a design and creative team
- + expertise in direct marketing design and creative
- + entrepreneurial track record of starting, managing and building businesses
- + respected designer and award winner
- + successful at adapting skills and thinking for a wide range of industries
- + ability to present and sell ideas and strategy

## **PROFESSIONAL EXPERIENCE**

Over 20 years experience in the Graphic Design and Communications industry, including:

- + Creative Direction
- + Art Direction & Design
- + Interactive Design
- + Usability Analysis
- + Direct Marketing & Advertising Design
- + Design Management & Supervision

### **Software Proficiency:**

- + Adobe CS3
- + Dreamweaver
- + Quark XPress
- + FinalCut
- + Microsoft Office

### **Software Knowledge:**

- + Flash 8
- + Contribute
- + Articulate

### **spike5 1991-2002 (part-time, freelance) 2002-present (full-time freelance)**

Chadds Ford, Pennsylvania

Owner/Creative Director/Art Director

Providing design services and creative marketing consultation to various Fortune 100 Companies, and top 40 Interactive Advertising Agencies.

**Agency Experience:** MBC (Digitas/Health), AvenueA/Razorfish, Refinery, Compass Healthcare Communications, Interlink

**Brand Experience:** AstraZeneca, Wyeth, Novartis, Merck, Comcast, Vanguard, Spectacor, SwissRe Life & Health, New York Life, CIGNA, Marine Midland Bank, INGDirect, Juniper Bank, Bank of Boston

### **INSIGHT INTERACTIVE GROUP 2000-2002 Wilmington, Delaware**

Creative Director

- + Responsible for the hiring and management of the Creative Services Division which included 2 Interactive Art Directors, 4 Interactive Developers, and 3 Writers.
- + Provide Creative Direction for all of IIG's clients including Johnson & Johnson (Remicade, Procrit, Ortho Biotech, Retavase), AstraZeneca (Seroquel) AIG, DuPont (Surlyn) and Viacom (Comedy Central
- + Responsible for creative strategy development for all projects.
- + Part of Leadership Team to generate and win new business.
- + Administrator of Creative Budget, Timelines, Reviews. Also responsible for time and efficiency evaluation after projects are completed.

### **AETNA U.S. HEALTHCARE 1996-2000 Blue Bell, Pennsylvania**

Senior Art Director

- + Responsible for and lead designer on majority of Aetna U.S. Healthcare projects.
- + Supervised other designers and production staff.
- + Direct Marketing design specialist for all AUSHC direct marketing projects.
- + Main point person on majority of design projects with various business units within AUSHC, including all Medical Directors and Division Leaders.

**BDG, INC. 1991-1996 Glenmoore, Pennsylvania**

Art Director/Production Coordinator/Systems Administrator

- + Responsible for the concept/design/production of various advertising and direct marketing materials for clients such as Comcast, Barnett Bank, NYLife, Marine Midland Bank, and Spectacor.
- + Supervision of design/production staff.
- + Accountable for all system software and hardware.

**National Liberty Corporation 1986-1991 Malvern, Pennsylvania**

Senior Designer

- + From concept to completion designed and directed the production of direct marketing pieces for insurance and financial institutions such as Bank of America, Citibank, and Equitable.

**EDUCATION**

Widener University Wilmington, Delaware

Continuing Education, Fundamentals of Management, Management Theory

The Art Institute of Philadelphia Philadelphia, Pennsylvania

Associates Degree – Visual Communications

- + Graduated second in class with a 3.75 G.P.A.
- + Chosen to represent The Art Institute of Philadelphia at the prestigious Gold Medal Portfolio Review, held by The Art Directors Club of Philadelphia.

**AWARDS**

- + 2008 Internet Advertising Competition, Somatuline Email Campaign
- + 2006 Webby Award, Official Honoree, [www.diastat.com](http://www.diastat.com)
- + 2006 Silver Award, eHealthcare for [www.sonata.com](http://www.sonata.com), [www.proleukin.com](http://www.proleukin.com), [lescolxl.com](http://lescolxl.com)
- + 2006 Gold Award, eHealthcare for [www.antararx.com](http://www.antararx.com)
- + 2006 Webmarketing Awards for [www.understandbph.com](http://www.understandbph.com), [www.proleukin.com](http://www.proleukin.com), [www.lescolx.com](http://www.lescolx.com)
- + 2001 Silver Award winner, Philly Gold Awards. IIG Interactive Christmas Card.
- + 2001 Gold Pretzel Award, Philly Gold Awards, AIG Interactive Email
- + 2000 Web Marketing Award for Design Excellence, Insight Interactive Group website.
- + 2000 ADDE Award for Design Excellence, Insight Interactive Group website.
- + 2000 ADDE Award for Design Excellence, Comedy Central's Southpark Dodgeball Game.
- + 2000 ADDE Award for Design Excellence, Insight Interactive Group collateral materials.
- + 1998 Neographics Award for Design Excellence, Blessing White Software Creative.
- + 1994 Benjamin Franklin Award, Comcast Digital Messenger Self Mailer.

**ASSOCIATIONS**

Member Philadelphia Direct Marketing Association (PDMA)

Member Art Director's Club of Philadelphia

Member American Institute of Graphic Arts (AIGA)