Aaron McCray

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http://aaronmccray.com (last updated 2013)

PROFILE

- 20 years in the design fields, skilled in web and graphic design, e-Learning and multimedia, video editing, motion graphics, video game design/programming (HTML5), creative direction, experiential, in car/web/mobile user experience

- Experienced in the majority of the visual arts, by hand or digital, and am familiar with front end programming, writing, advertising and marketing, and team leadership

EXPERIENCE

General Motors   Detroit, MI

Visual Design Lead – User Experience   2015 – 2018

- User experience design lead for mobile (led the continuing design/re-design of the MyBrand series of apps; My Chevrolet, My Buick, etc.)

- User experience design for in auto and future applications

- Worked hand in hand with development teams to ensure smooth, timely delivery of UX initiatives

JP Morgan Chase   Manhattan, NY (remote)

Vice President - Learning   2013 - Current

- Created, designed, and developed firm-wide e-Learning initiatives, such as Dodd Frank, Cross Border, and Suitability.

- Managed over 200 e-Learning courses, including integration with the LMS, edits, migration, and troubleshooting.

- Lead design on several internal company wide portals

Digital Technology Lead   Dearborn, MI

Imagination, Inc   2014

- Created full UX marketing support and design for future (2020 initiative) automotive for Ford from initial iteration to pitch

- Ideation and implementation of advertising, marketing, and experiential marketing

- Design and implementation of all interactive displays for Ford at the 2015 Michigan International Auto Show.

Michigan State University   Lansing, MI

Marketing   2004

College For Creative Studies   Detroit, MI

Graphic Design   2000

SKILLS

Creative Direction, Art Direction, Team Management, Team Lead, Motion Graphics, Graphic Design, Video Game Design, User Experience Design, User Interface Design, Front End Programming, Advertising, Marketing, Copywriting, Experiential Design, Drawing, Digital Art, 3D Modeling, LMS Administration

PROGRAMS/LANGUAGES

Photoshop, Illustrator, Dreamweaver, Aftereffects, Animate, Microsoft Office Suite, Axure, Sketch, Captivate, Articulate, HTML5, CSS, Javascript

PUBLISHED ORIGINAL VIDEO GAMES

Angry Barry – Xbox Live
Adventurer Pets – Xbox Live
Super Avatar World – Xbox Live
AAG - Web