



ANNE MCGLYNN

DESIGN LEAD & SENIOR UI / UX DESIGNER & CREATIVE DIRECTOR

PORTFOLIO

OBJECTIVE

Creative Director & Senior UI/UX Designer, Team Lead & Web Producer with over fifteen years experience interested in working in a senior capacity with a strong creative team in the pursuit of visual design and UX excellence

SKILL SET

- 10+ years as a Design Lead for major brands
- Degrees in psychology & design and extensive UX training
- Hands on Lead Designer for web & mobile
- Brand design & direction | Design guidelines & documentation
- 15+ years working with internal & external marketing teams
- Experienced Team Lead guiding & mentoring designers
- Extensive photography & video creation skills
- Excellent verbal & written skills
- Agile environment experience

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Dreamweaver	●●●●●●●●●●
Adobe Lightroom	●●●●●●●●●●
Creativity	●●●●●●●●●●

MAR 2016 TO PRESENT

CAPITAL ONE: DESIGN LEAD / RESEARCHER

Design Lead for project mapping the end-to-end customer experience for small business lending ([experience mapping](#)).

JUNE 2015 TO MAR 2016

ADAPTIVE PATH / CAPITAL ONE: SR VISUAL & UX DESIGNER

Various projects including [credit tracker mobile/web app](#), [adaptivepath.org](#) and UX Week design work. Senior Designer for [Timekeeper One](#).

NOV 2013 TO
JUNE 2014

HABITERA – HABIT BASED HEALTH START-UP

CREATIVE DIRECTOR

- Creative Director for health start up
- UX & UI Design Lead for web, mobile & tablet
- Photography and design of peripheral materials (brochures, bus. Cards)
- Managed & designed creative input for social media and created brand specific photographic & illustrative assets.

APR 2012 TO
NOV 2013

FREELANCE DESIGNER & PHOTOGRAPHER

- Freelance design and photography work for local Bay Area businesses, including Dawn Ranch and Storyline Photography. Interface design for web, mobile & tablet

APR 2008 TO
MAR 2012

TATA CONSULTANCY SERVICES (TCS): MICROSOFT / NEST

Lead UX Designer & Offshore Team Manager

- Design of NEST (National Employment Savings Trust) website Creative Direction of offshore team
- Mobile & tablet scoping & design for the National Employment Savings Trust in the UK – from initial concepts to completion
- MSN NETWORK: UI & UX Design (graphics, interface & module design)
- MSN: Creation & maintenance of UX style guidelines working with teams in London & Pune
- AGILE Environment
- Delegation of design duties, setting of goals & design timelines
- Reviewed, revised & worked to refine all project work (storyboards, layouts, module design, etc.) of offshore designers finished designs in accordance with project timelines

MAR 2007 TO
MAR 2008

O2 COMMUNICATIONS, DUBLIN

Web Producer/Design for Use Team Manager

- Web producer & team lead for Design for Use team within the Online team taking care of the O2.ie portal
- Creative direction and brand development
- Co-ordinated all work on the portal, from new promotions & campaigns to site redesign & development
- Continually developed creative ideas to help drive additional visitor traffic to the site & to drive online shopping, billing & self-care transactions
- In charge of up-skilling team & fostering creativity & motivation
- Maintained a 12 month rolling portal development plan covering all portal projects & large scale portal

JAN 2006 TO
DEC 2006

PIONEER INVESTMENTS, DUBLIN

Web Producer/Design & Development Team Lead

- Web Producer and Team Lead for Design & Development Team

in international investment house in the Marketing Services department in charge of ten multi-language websites

- Direction of team of designers and developers to maintain, update and redesign Pioneer's external and internal websites from planning & conception of projects through design and testing of products
- Implementation of Style Guide & Brand Management across multiple web products: Rich Text Emails, Flash Screensavers & Presentations, Video Interviews for the web and Website Interfaces
- Production and direction and post production of in-house video web
- Scoping, recruitment and management of external agencies & contractors to carry out creative/web work, including videos, flash teasers and web interviews

**OCT 2004 TO
JAN 2006**

FREELANCE DESIGNER, NICE, FRANCE

- Designer/Director of Banshee Multimedia – web, graphic and multimedia design company
- Scoped, created requirements & design specs, produced visual design / html / CSS and directed and managed team of developers

**JUNE 2004 TO
SEPT 2004**

CONTINUUM TECHNOLOGIES, DUBLIN

Lead Designer / Creative Director

- Client-facing lead designer/project manager of leading web consultancy
- Co-ordinator of two external and three in-house designers
- Concept designing and demo creation for major clients (Nissan, Ryan Air)
- Brand strategy and co-ordination
- Design of sites from concept to completion
- Design of collateral materials

**JAN 2002 TO
NOV 2003**

INTEL: PERFORMANCE LEARNING SOLUTIONS, DUBLIN

Senior Graphic and Web Designer / Creative Director

- Designer of Intel's e-learning website skool.ie
- Development and production of e-learning multimedia courseware for skool.ie for junior level students
- Direction of a team of designers and developers to produce graphics, flash and html courseware
- Scoping, recruitment and management of external agencies/contractors to carry out creative/web work, including product demos, flash teasers and multimedia courseware + collateral materials (brochures, etc.)

**JANUARY 2001
TO SEPT 2001**

MARRAKECH, DUBLIN

User Interface Design Team Lead

- Team Lead of Marrakech's UI Design team in charge of recruiting, training and management of design team of four people
- Created and maintained first-class design resource
- Graphic design for brochures, leaflets, catalogues
- Coordinated all design work on the Marrakech Global Commerce Network
- Developed and tested interface prototypes
- Developed and enforced UI and production design standards within Marrakech
- Worked closely with other teams (Front End Development, Usability, Info Development) in the Solutions group

**APR 2000 TO
AUGUST 2000**

FIRST-E FINANCE

Web Team Manager/Creative Director

- In charge of first-e finance web team and the management of projects covering range of creative areas including credit product demo, intranet design, implementation of first-e branding in development of credit products section of site (first-e mortgages)
- Creation of interim branding for generetor (spin-off group of first-e) including and B to B website for group
- Creation and management of collateral materials, presentations, graphic design, etc.
- Scoping, recruitment and management of external agencies/contractors to carry out creative/web work, including product demos, flash teasers and presentations and branding/marketing requirements

EDUCATION

- B.A., Psychology - Antioch University, San Francisco
- Degree in Design - National College of Art & Design, Dublin, Ireland
- Extensive training in Design: web design/ graphics/ html/ illustration
- Training and hands-on mentoring with [Adaptive Path](#)

CONTACT

[CREATIVE DIRECTION / DESIGN PORTFOLIO](#)

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