

Peter McNulty

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Current Professional Level: Director

Professional Objective: "Ideas not just words and pictures."

With 14 years of professional experience, I'm a champion for design and technology innovation that create relevant, compelling user experiences that align with brand strategies. As a seasoned creative, my strengths include **social, integrated marketing, digital strategy, visual design, user-focused design, responsive architecture, and creative leadership / management**. I thoroughly understand the importance of eye-catching, innovative, strategic, and effective design from both brand and user perspectives. I am never short of ideas and thrive on creative challenges.

I'm results-oriented, visionary leader, and adaptable business generalist; leveraging interactive, design, and technical management skills to lead diverse teams for delivery of innovative applications, brands, communications, and interactive experiences. Tenacious and passionate; motivates teams to deliver highest quality results.

Experience:

- **Sears Holdings: Director of User Experience and Creative [2009 - Current]**

As a Director of User Experience and Creative the primary responsibilities are working with the online business unit product managers and business owners from the Business Units to create exemplary customer experiences in an ecommerce environment. The Director of User Experience and Creative is also responsible for managing the client relationship for all things related to the customer experience.

My current portfolio of responsibilities include Sears Social, Sears Home Services, Sears Home Improvement, Sears Replacement Parts, Sears Marketplace, and the Sears Commercial business. In addition for the last year plus, I have been asked to lead our Innovations team which has been responsible for pushing the envelope in areas of social, integration, personalization, mobile device experiences for the full spectrum of Sears Holdings online programs.

- **Caxy Inc.: Creative Director [2006 - 2009]**

Hired to develop and lead the creative team for Caxy Consulting. Charged with inspiring innovations and expanding the creative services offered by Caxy Inc. This includes creative vision, brand strategy, and directing design solutions that meet marketing objectives at many different budget levels. Projects range from consumer brand integrated advertising campaigns to healthcare focused social networks.

Manage collaborative relationships across internal disciplines (designers, art directors, copywriters, project management, research, front-end technologists and developers) and with a variety of clients (including partnerships with advertising agencies). Manage & oversee relationships with freelance designers, copywriters, flash designers, illustrators, video production teams, and other resources as needed.

Specialties:

- Digital Strategy
- UE Leadership
- Responsive design
- Innovation
- Visual design
- Integrated marketing
- Information architecture
- Project management
- Business analysis
- Knowledge management
- Usability design

Industry of Expertise:

- Social
- Apparel
- CPG
- Entertainment
- Financial
- Healthcare
- Higher Education
- Retail

Experience:

- **Q Interactive: Senior Producer** [2002 - 2006]

As a Senior Producer was responsible for ensuring that the consumer experience, through both online marketing and the registration processes, were optimized to ensure cost-effective and efficient revenue generation from each dollar spent to acquire and retain consumers to the CoolSavings, Inc. web-properties.

Through the execution of high quality creative and marketing vehicles (registration processes, online banners, online contextual placements, Search, diverse targeting methods, etc.) was responsible for driving the infrastructure used to acquire and retain consumers. Working closely with the online marketing buyers, technology, and analytics resources, ensured the creation of an optimized and efficient monetization process of consumer traffic.

- **iXL / Scient: Art Director** [1999 - 2002]

As a Design Lead /Art Director I was tasked with development of conceptual user and visual experiences for interactive marketing. Responsible for collaborating and executing the creative and marketing strategy for all projects. Working, managing and directing the work of project teams: information architects, copywriters, artist staff, external creative resources such as illustrators, photographers, and video/multimedia providers. Led the creative strategy and visual direction for multiple project. A few examples: American Girl [Pleasant Company], Tombstone Pizza [Kraft], Discover Card [Discover], Postopia [Kraft], and Camel [R. J. Reynolds].

- **Neoglyphics: Designer** [1997 - 1999]

Worked on clients including: Sears.com, Chicago Bears, SearsWishbook.com, Playboy.com, Grainger, Macys.com, and Motorola Wings.

Software Proficiencies:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Flash
- Microsoft Project
- iWorks
- Adobe InDesign
- Adobe Acrobat
- Microsoft Word/Office
- Adobe Dreamweaver

Memberships:

- AIGA
- Interaction Design Association
- Boxes and Arrows
- Typography Chicago
- LinkedIn

Education Summary:

School of the Art Institute of Chicago, Chicago, Illinois

- Bachelor of Fine Art, Art and Technology

Additional Studies:

- Kellogg School of Management, Consumer Marketing Strategy & Writing for Business
- Masters Program [Graphic Design], The Studio Art Center International, Florence, Italy
- Bradley University, Peoria, Illinois