

Resume: Peter J. McNulty

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Peter McNulty
Address: 629 South Humphrey Ave, Oak Park, Illinois 60304
Phone: 773.425.0561
Email: pmcnulty@9090.org
URL: www.9090.org

Professional Level: Group Director

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

With 16 years of professional experience, I'm a champion for design and technology innovation that create compelling user experiences that align with brand strategies. As a seasoned group director of user experience and creative I oversee and provide leadership to a team of design and UX professionals; and support client engagement, product development and business development in all new business efforts. This includes, but is not limited to, analyzing business problems and proposing innovative solutions and/or making strategic recommendations for UX and creative solutions. I thoroughly understand the importance of eye-catching, strategic, innovative and effective design from both brand and user perspectives. I am never short of ideas and thrive on creative challenges.

Experience:

- Wrapports LLC: Group Director – Creative & User Experience [2012- Current]
My primary responsibilities of late have focused on creative and user experience leadership, working with multiple internal business units and business owners to create exemplary customer experiences to change the newspaper industry. As a Group Director of User Experience and Creative it is also my responsible for managing all things related to the customer experience and new product development.
- Sears Holdings: Creative Director - UE Innovation & Design Discipline Director [2009 - 2012]
Results-oriented, top-performing, and visionary leader with more then 15 years of progressive success across user-experience, interactive, design, product development, brand management, and communications. Know as a strong 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.
- 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.
- 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 : Design Lead [1999 - 2002]

As a Design Lead /Art Director I was tasked with development of conceptual user and visual experiences for interactive marketing. Main responsibilities were 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, and external creative resources such as illustrators, photographers, and video/multimedia providers. Led the creative strategy and visual direction for multiple projects. Clients: Tombstone Pizza, Discover, Gevalia Coffee, 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.

Specialties:

- Digital strategy
- Social Media
- Interaction design
- Visual design
- Usability design
- Information architecture
- User experience team management
- Business analysis
- Knowledge management

Industry of Expertise:

- Social
- Retail
- CPG
- Entertainment
- Financial
- Healthcare
- Higher Education
- Editorial & Publications

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