

JAY MACHAIN

Sr. Interactive Art Director with over 9 years experience creating dynamic campaigns across all mediums, successfully completing multiple projects in a fast-paced environment. Strong grasp of IA, UI/UX and responsive design with expertise of Creative Suite CS6, HTML, CSS and working knowledge of WordPress, AJAX/JQuery, JavaScript and Actionscript.

EXPERIENCE

Interactive Art Director (freelance) Red Fuse Communications, New York, NY 2013 - Present
Currently working to concept and design IMC platforms for launch of new Speed Stick product, GEAR. Previously worked with a team of Copywriters and Developers to create contemporary, responsive websites for brands such as Colgate Total, Colgate Optic White and Palmolive dishwashing soap. Also, storyboarded, co-scripted and on-set Art Directed a series of children's videos for Colgate Kids YouTube channel.

Interactive Designer (freelance) Spotify, New York, NY 2013
Redesigned all internal pages of Spotify.com to adhere to responsive standards.

Interactive Art Director (freelance) College Board, New York, NY 2012–2013
UI, web and application Design for professional and student facing projects.

Interactive Designer & QA (freelance) DDB, New York, NY 2012
Designed and programmed banner ads & emails for State Farm, Aveeno, and Pfizer brands.

Sr Interactive Art Director Meredith Corp., New York, NY 2010–2012
Directed a team in strategy and design in an effort to broaden the reach and bring awareness to *Kraft's Food&Family* program and drive traffic to the site. In addition I directed 2 Jr. Designers, one on-site and one remotely.

IA/Interactive Designer (freelance) RocketFuel Inc., New York, NY 2009–2010
Concepted and co-designed the *Major League Soccer* website as well as the 16 team sites. Wireframed site elements and layouts which were handed off to Drupal developers; comped homepage and secondary page designs for all teams.
Concepted and designed sub sections of *NYSE* website aiming to make it a hub of information in the financial community and connect with users in a dynamic way.
Skinned multiple local media Wordpress sites for *TownSquare Media*.

Interactive Designer (freelance) McGarryBowen, New York, NY 2010
Designed and storyboarded high-impact & standard banners for the release of the new *Verizon DroidX* and *Droid2* phones.

Art Director/Interactive Designer RDM, New York, NY 2007–2009
Created company's brand identity and site while adhering to best SEO practices; designed print and web advertising materials in-house and for clients while organizing workflow and time lines; attended pitch meetings as support for sales team; directed junior designer.

Web Designer (freelance) HBO.com, New York, NY 2005–2007
Created IA and design of show sites; maintained images for all original series, movies and sports sites; designed HBO store email blasts and acted as photo editor for slideshows of HBO talent from red carpet events.

EDUCATION

BAS in Marketing May 2008
Madison University, Gulfport, MS

AAS in Advertising Design May 2002

Specialized Diploma in Computer Graphics May 2001
Northampton Community College, Bethlehem, PA