



# DAN MACKEY

CREATIVE DESIGNER

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## PROFILE

With over 20 years of experience, I excel as a driven creative designer, guiding projects from conception to launch across diverse platforms. Energized, proactive, and self-motivated, I thrive in fast-paced environments, adept at independent work. My strengths lie in problem-solving, time management, and clear communication, complemented by a keen eye for elegant, polished design.

## EDUCATION

**B.A. Fine Arts / Graphic Design**  
San Diego State University

**Advanced Training Course - Photoshop**  
Udemy Online Training

**Advanced Training Course - Illustrator**  
Udemy Online Training

**Adobe XD UI UX Design**  
Udemy Online Training

**Figma XD UI UX Design**  
Udemy Online Training

**After Effects - Motion Graphics & Data Visualization**  
Udemy Online Training

**Generative AI Imaging**  
LinkedIn Learning

**Generative AI for Digital Marketers**  
LinkedIn Learning

## KEY SKILLS

Photoshop	● ● ● ● ● ●
InDesign	● ● ● ● ● ●
Illustrator	● ● ● ● ● ●
Adobe XD	● ● ● ● ● ●
Figma	● ● ● ● ● ●
After Effects	● ● ● ● ● ●
Dimensions (3D)	● ● ● ● ● ●
Lightroom	● ● ● ● ● ●
Premiere Rush	● ● ● ● ● ●
Audition	● ● ● ● ● ●
MS Office	● ● ● ● ● ●
Amazon Seller Central	● ● ● ● ● ●
Syndigo	● ● ● ● ● ●
Meta Shop	● ● ● ● ● ●
TikTok Shop	● ● ● ● ● ●

## WORK EXPERIENCE

April 2020 – Present

### Lead Graphic Designer

*Myriad Geneteics | Remote*

- Designed intuitive UI/UX interfaces for mobile, websites, and customer portals, including the SneakPeek Traits Parent Portal and Prenatal Wellness Portal.
- Produced print materials, including brochures, in-store marketing materials, magazine ads, posters, and more, maintaining consistency and high quality.
- Developed package designs, incorporating 3D renderings, instruction manuals and inserts.
- Crafted logos, brand guidelines, and presentations to establish and reinforce brand identity.
- Managed the production process to guarantee print and digital readiness, meeting deadlines and quality standards.
- Created dynamic digital graphics for social media campaigns, banners, display ads, emails, micro-animations, and landing pages.
- Developed engaging Amazon Premium EBC content and brand pages to enhance product visibility and sales performance.
- Conducted video editing and creation to produce captivating visual content for our YouTube channel.
- Executed photo editing, retouching, and manipulation to enhance visual appeal and consistency.
- Maintained brand consistency across all marketing projects, reinforcing brand identity and values.
- Expanded and curated high-quality image asset libraries to support ongoing marketing initiatives.
- Stayed abreast of industry developments and design trends to inform creative decisions and maintain relevance.
- Ensured brand optimization and consistency across website and marketing channels, enhancing brand recognition and customer experience.

July 2018 – November 2019

### Creative Manager

*Ra Medical Systems | Carlsbad, CA*

- Spearheaded the rebranding and redesign efforts for both vascular and dermatology marketing materials, revamping typography, color schemes, and key visuals across print, digital, social media, emails, and trade shows.
- Innovated and introduced a diverse range of marketing collateral, including before-and-after flip books, brochures, tent cards, pull-up banners, presentations, and infographics.
- Directed the design, development, and implementation of graphics and layouts, consistently optimizing ROI by cultivating strong partnerships with local vendors and printers.
- Translated complex engineering information into concise and engaging presentations tailored for board members and executives, facilitating informed decision-making processes.
- Oversaw the upkeep and updates of the company's WordPress-based website, ensuring its functionality and relevance to align with organizational goals and market trends.

December 2009 – July 2018

### Creative Manager

*Acer Computers | San Jose, CA*

- Orchestrated the conceptualization and design of a diverse array of graphic applications for a portfolio spanning over 10 accounts, including industry giants such as Amazon, Walmart, Target, Best Buy, and Costco. These applications ranged from collateral and POS materials to in-store merchandising, training materials, brochures, weekly ads, digital banners, email marketing, social media assets, landing pages, and trade show exhibits.
- Provided comprehensive art direction, style/branding guidelines, templates, and support to third-party agencies, ensuring alignment with brand identity and objectives.
- Enforced strict adherence to brand design standards across all platforms, ensuring consistent and accurate representation of products online and in-store.
- Leveraged SaaS platforms such as WebCollage, Etilize, and Amazon A+ to develop and syndicate enhanced product content to major retailers, including Amazon, Walmart, and Newegg, resulting in annual incremental sales exceeding \$16 million.
- Managed production schedules and budgets, coordinating shipping logistics with printing companies, display vendors, and suppliers to deliver final products on time and within budget to major retailers such as Costco (350+ stores), Target (2,000+ stores), and Walmart (4,500+ stores).
- Oversaw the management of Acer's Digital Assets Management (DAM) site, ensuring efficient organization and accessibility of digital resources.