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**BRIAN MCCORMACK**

146 Candlewood Lake Rd.  
Brookfield, CT 06804

www.mccormackcreative.com  
mccormack.brian@gmail.com  
845.548.2161

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**EXPERIENCE**

**2009-Present**

**WEB DESIGNER**

**Priceline.com: [www.priceline.com](http://www.priceline.com)**

**Norwalk, CT**

- Creation of everything from site design, banners, mini-sites, flash modules, online marketing support and brand related design.
- Maintain consistency of site appearance via use of style guides, style sheets and enforcement of established standards and best practices.
- Collaborate with product teams and producers to maintain timelines for deliverables.
- Harnessed user interface design, front-end development and time management skills.

**2008-09**

**FREELANCE GRAPHIC DESIGNER / ART DIRECTOR**

**[www.mccormackcreative.com](http://www.mccormackcreative.com)**

- Worked with clients to ensure effective communication of their message by taking a project from idea to implementation.
- Design and development of websites, with a focus on web standards, accessibility, and usability, for a range of clients from restaurants to opera singers.

*Projects included:*

- Branding solutions for various clients including Brooklyn Bar Association's Lawyer Referral Service, Autumn Photography and the Anabelle Fund
- Flash banner development for Hoover Dirt Devil
- Opera program for Arizona Opera

**2007-09**

**GRAPHIC DESIGNER**

**Vilocity Interactive: [www.vilocity.com](http://www.vilocity.com)**

**Scottsdale, Arizona**

- Advocated for web standards; promoted inclusion of social networking capabilities into Vilocity's content management system; and worked to develop team understanding and implementation of SEO techniques.
- Suggested and set up video conferencing between three office locations, reducing overhead costs and creating new interactive work environment.
- Created modern, memorable case studies for Vilocity to attract potential clients and give a new face to the business.

*Projects included:*

- Billboards, advertisements, case studies, web page design, flyers and posters for eTelecare Global Solutions
- Development of flash promotional banners for Arizona Opera and Hoover Dirt Devil
- Movie promotional for Bravo! Italian
- Contest Materials for Compressed Air and Gas Institute
- E-newsletter design for National Coil Coating Association, EnviroCar and Arizona Opera
- Logo and icon design for Children's Learning Adventure and Six Sigma
- Website design for Southwestern Business Financing Corporation, SourceOne, Sugar Blossom Cupcakes and Children's Learning Adventure

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**EDUCATION**

2003-06

BFA GRAPHIC DESIGN

State University of New York at New Paltz, New Paltz, New York

3.67 GPA, Deans list 2003-06

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**TECHNICAL PROFICIENCY**

Adobe Creative Suite, BBEdit, Web Standards, HTML, XHTML 1.0 Strict, CSS 2, Search Engine Optimization, Working knowledge of Flash animation and Actionscript