



## Timothy McKenna

Creative Director

Carlisle, Pennsylvania

Tim McKenna is an design and development professional with over 12 years of experience in creating business solutions through human-centered design. Equally versed in design, development, and product strategy.

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### Experience

#### **Creative Director**

##### **PHEAA/AES/FedLoan Servicing**

Harrisburg, PA

May 2017 - Present

I lead a team of customer experience designers, strategists, analysts, and copywriters in defining and honing customer experience in the student financial aid industry. In this role, I have attained Federal clearance to work on borrower focused projects.

- Developed our Brand Standards Center that unifies our visual style guide, voice and tone, and UI pattern library.

- Designed and built a custom app for the US Dept. of Education to streamline the student application for free federal aid.

- Built a data driven insights model that allowed the agency to find inefficiencies through design thinking.

- Reorganized the CX department into agile product teams that resulted in product release schedule moving from 12-18 months to 1 month.

- Created the integrated marketing communication strategy for B2B markets and direct loan borrowers.

- Successfully redesigned internal workflow for project demands and resource allocation to allow for year long project planning.

- Received training in DiSC personality, productive conflict, emotional intelligence, and advanced leadership training.

#### **Creative Director**

##### **Aspire Ventures LLC**

Lancaster, PA

Apr 2016 - May 2017

I lead a team of multidisciplinary designers in developing brands and products for venture

### Education

#### **Hussian College**

##### **BFA, Interaction Design**

2006 - 2010

Class President

Valedictorian (4.3 GPA)

Inducted into Alpha Beta Kappa

Recipient of Philly Ad Club's Philly's Future Scholarship

#### **Harrisburg Area Community College**

##### **Associates, Web Development**

2010 - 2012

#### **Harrisburg Area Community College**

##### **Associate's, Fine Art**

2003 - 2005

#### **Lynda.com**

##### **Certificates**

2010 - 2016

Product Management: Building a Product Roadmap

Design Thinking: Customer Experience

Personal Effectiveness Tips

Agile at Work: Building your Agile Team

Digital Transformation

Figma for UX Design

Strategic Thinking

Managing Employee Performance Problems

Leadership Fundamentals

Foundations of Design Research

Interaction Design Fundamentals

User Experience Fundamentals for Web Design

Communication Fundamentals

Management Fundamentals

CSS with LESS and Sass

Agile Project Management

AngularJS Fundamentals

Adobe Experience Manager for Marketers

User Research Techniques

companies in a variety of impact industries.

Portfolio Companies:

- Appmobi: Scaled brand exposure through developing new marketing plan with associated website and pitch materials.
- Medstatix: Replatformed their website onto WordPress and worked on Data Visualization components for their analytics portal.
- Wylei: Developed new brand for their successful exit into self sustaining company.
- Clio Health: Developed brand personality and integrated marketing campaign for investment opportunities.
- Connexion: Developed augmented reality booth in cooperation with partners to create a holistic preventative medical scanning kiosk. Lead a team in developing brand personality, visual presence, and marketing campaign.
- Vitavista: Developed brand personality, brand presence, and integrated marketing campaign for AI-enhanced medical imaging technology

**Digital Design and Development Director**  
**Harrisburg University of Science & Technology**

Harrisburg, PA

Apr 2015 - Apr 2016

I was the design and development director that worked in tandem with both the marketing and IT departments to create digital assets for public and internal use. I lead a small team of students in projects revolved around data visualization and front-end development.

**Digital Art Director**

**PPO&S**

Harrisburg, PA

Jul 2014 - Apr 2015

I lead a team of designers, developers and copywriters to rebrand and create full-fledged integrated marketing campaigns across traditional media, digital and social. I recruited and trained new staff to start our in-house development department. My team launched several new rebrands as well as worked on a variety of state government initiatives.

Notable brands

- PLCB
- SpiriTrusth Lutheran
- UniqueSource
- Illegal Dump Free PA
- Keep America Beautiful

**Digital Design and Social Media Specialist**  
**Pennsylvania Academy of Family Physicians**

Harrisburg, PA

PMI-ACP

Figma for UX Design

Framer for UX Design

**University Of California - San Diego**  
**Certificate**

2015 - 2015

Interaction Design Specialization

Apr 2012 - Jul 2014

My role was varied; I handled all of the digital and web design responsibilities for our digital assets including our website, our private social media platform and our digital magazine. I designed our association's digital magazine and created and implemented our social media marketing and presence plan.

Technologies

- HTML5/CSS3, SASS/SCSS, .NET, D3.JS
- WordPress, DotNetNuke
- PHP, MySQL, Vanilla Javascript, JQuery

### **President & Other Roles**

#### **AIIGA Central PA**

Central Pennsylvania

Sep 2012 - Dec 2017

National Task Force Member 2016 - 2017

Chapter President: 2013 - 2015

Vice President: 2014

Programming Chair: 2014

Web Assistant: 2013-2014

Volunteer: 2010-2013

### **Creative Director of Custom Publishing**

#### **Benchmark Group Media**

Harrisburg, PA

Feb 2011 - Apr 2012

My role was leading a team of designers, developers and writers in the production of our 11 different custom publications and our flagship magazine, Harrisburg Magazine and Lehigh Valley Magazine. I recruited and trained team of designers to design advertisements, magazine layout and digital development of child products for our readers.

Technologies

- HTML/CSS
- WordPress, Cushy CMS, Light CMS
- PHP, MySQL, JQuery, ActionScript 2 & 3

### **UI/UX Designer & ActionScript Developer**

#### **Trifecta Interactive Productions**

Mechanicsburg, PA

Sep 2009 - Feb 2011

I was an in-house designer/developpr for a new digital publishing company. I served as a UX/UI/Interaction Designer for our digital magazines while also developing them inside of Flash writing specific ActionScript code for various interactions. Eventually, the company was bought by Fry Communications.

Technologies

- HTML/CSS, XML
- Vanilla Javascript, ActionScript 2 & 3

### **Digital Designer**

#### **International House of Philadelphia**

Philadelphia, PA

Sep 2006 - Jun 2010

I was hired to work in the marketing department at International House during college. I was the sole

designer to create materials for our marketing, events and recruitment initiatives as well as making regular updates to our website. I worked with Iper Design to rebrand Ihouse and helped to grow their in-house capabilities from web, social and print.

## Awards

### Marcom Gold

#### Marcom Awards

Nov 2012

Specialty Web/Social Media Site - Our Twylah page offers visitors a glance at our most important topics from our Twitter conversation. We submitted our curated tweet showcase site and we've received a Gold Award.

### ASAE Gold Circle Award

#### American Society of Association Executives

Nov 2013

PAFP Community - We won a coveted Gold Circle award for the design, development, and implementation of our largest member service and product, the PAFP Community; a private social media network and online collaboration tool for member physicians of PAFP.

### Marcom Platinum

#### Marcom Awards

Nov 2013

New Product Launch - The PAFP Community is a private community of practice for the member physicians of the Pennsylvania Academy of Family Physicians. We submitted it for New Product Launch as this is a new member benefit. We were awarded a Gold Award.

### Davey Award - Web & Design

#### Davey Awards

Nov 2013

Web, Team size: 3. PAFP Community.

Design, Team size 3. Keystone Physician, The Dangers of Hydrofracking.

### Marcom Platinum

#### Marcom Awards

Nov 2015

Education Institution - Awarded MarCom Platinum for the complete redesign and rebuild of the Harrisburg University of Science & Technology website.

### Marcom Gold

#### Marcom

Mar 2017

Marcom Gold for website design

### Davey Award

#### Davey Award

## Skills

Project Management

UX Research

UI Design

Interaction Design and Testing

Visual Design

Front End Development

Executive Leadership

Data Visualization

Market Research

Integrated Marketing Communications Strategy

Advertising

Product Design & Product Management

Agile Methodology

Marketing Strategy

Content Marketing

Content Development

Email Marketing

Accessibility

SEO

Presenting

Analytics

Agile Development/SCRUM

Apr 2017

Davey Award for the website redesign of Aspire  
Ventures

## **Contact**

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