

Gavin MacPherson

Bremerton, WA | Email: gavinmacdesign@gmail.com | Website: gavinmacpherson.com
Phone: (303) 565-0767 | LinkedIn: <https://www.linkedin.com/in/gavin-macpherson-bb302b22/>

OBJECTIVE

Results-driven UI/UX Designer with a proven track record of leading transformative design initiatives and crafting intuitive user experiences. Passionate about leveraging design principles to create visually appealing and user-centric digital products using cutting-edge technology.

SKILLS

Technical Skills: Figma, Sketch, Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign, After Effects), Microsoft Office, Python, HTML, CSS, JavaScript.

Design Skills: User-centered design principles, usability best practices, responsive design techniques, user research, usability testing.

EXPERIENCE

User Experience Designer, Creative Director & Digital Accessibility Coach

GMAC Design | Seattle, WA | Feb. 2015 – Present

Top Clients: Office of Governor Inslee, Washington State Dept. of Revenue, SyncroMonitoring, Rise LWP, Samara Collective, Montana Banana, Sightline Institute, Solid Ground, Sunrise Movement, Accolade, Climate Action Families, Kitsap Community Co-Op

- Design and iterate on user interfaces based on feedback, user research, and usability testing.
- Create high-fidelity visual designs aligned with brand guidelines, elevating overall aesthetics.
- Advocate for user needs throughout the design process, championing usability and accessibility standards.
- Collaborate with developers to ensure feasibility of design solutions and smooth implementation.

Lead UX Designer for Marketing (Laid off)

The National Society of Leadership and Success (NSLS) | Miami, FL | Oct. 2022 – Dec. 2023

- Led strategic initiatives as a UI/UX Designer, collaborating with cross-functional teams to understand project requirements and user needs.
- Translated concepts into wireframes, mockups, and prototypes, ensuring intuitive user experiences.
- Collaborated with a multidisciplinary team to craft compelling educational experiences for millions of users.
- Revamped landing pages to meet WCAG 2.2 A/AA Compliance, resulting in increased conversions.
- Conducted user research and workflow analysis, contributing to significant company growth.

Social Media Manager (Laid off)

Washington State Dept. of Revenue | Tumwater, WA | Aug. 2021 – Jan. 2022

- Piloted tax campaigns resulting in significant policy wins.
- Conducted design training for coworkers and client employees, facilitating skill development.
- Created engaging animations and infographics using Adobe After Effects and storyboarding techniques.

Digital Media Manager (Laid off)

Office of Governor Inslee | Olympia, WA | Feb. 2021 – Jul. 2021

- Distilled complex data into high-quality multimedia content, contributing to Washington's #1 ranking in U.S. News Best States.
- Managed social media presence dynamically during one of Washington State's most challenging periods, providing timely information on critical issues.

Lead Visual Communication Designer (Laid off)

The Communication Hub of Fuse Washington | Seattle, WA | May 2016 – Feb. 2020

- Created dynamic deliverables supporting the largest number of progressive policy wins in 15 years.
- Launched and tested a cutting-edge social media reporting system, consistently meeting growth goals.
- Functioned as the primary UX/UI consultant for Progressive Voter's Guide (7M+ national users).
- Spearheaded Figma training initiatives, demonstrating commitment to team growth and skill development focusing on the overall maturity of the communication and design team.

Electronics Technician Navigation Petty Officer (Honorable Discharge)

U.S. Navy | Bangor, WA | Jun. 2008 – Nov. 2012

- Operated and maintained electronic equipment for the detection, tracking, recognition, and identification of maritime vessels.
- Dynamically managed the Engraving and Ceremony Division as Lead Petty Officer.
- Designed ceremonial paraphernalia and enhanced project management systems.
- Achieved warfare qualification within 9 months, showcasing rapid learning and commitment to excellence.

EDUCATION

Certificate in Artificial Intelligence Boot Camp

Columbia Engineering | Expected November 2024

- Curriculum reflects the latest developments in AI, covering fundamental concepts to advanced topics.
- Understanding vital AI ethics for championing accessibility standards and ensuring that technologies are inclusive and fair.
- Data-driven design decisions and improving user experiences through informed insights.

Certificate in Permaculture Design

The Whidbey Institute | July 2024

- Gained expertise in observation, pattern recognition, and integrating diverse elements to support regenerative concepts.
- Integrated solar, wind, and other renewable energy sources within complex community systems.

Certificate in WAIO.1x: Web Accessibility

W3Cx | November 2022

- Developed a comprehensive understanding of web accessibility principles and standards, and the importance of inclusive design and its impact on user experience.
- Gained proficiency in creating accessible web content, ensuring compliance with WCAG 2.1 guidelines, and applied best practices for accessible multimedia, forms, and navigation.
- Acquired skills to identify and address common accessibility barriers.

Certificate in User Experience Design

General Assembly | May 2022

- Focused on wireframing, prototyping, user research, usability testing, and visual/UI design to deliver holistic concept development.

Bachelor of Fine Arts in Graphic Design

The Art Institute of Seattle

- Completed a 4-year degree in 3 years with a 3.9 GPA on the Dean's List.
- Lead tutor for illustration and algebra.

Digital Illustration

Pratt Institute

- Developed strong technical skills in digital media, including coding for interactive media, 3D modeling, and animation.
- Worked closely with peers in multidisciplinary teams, fostering a collaborative and creative learning environment.