

# BROCKMCCLUNG

SENIOR WEB DESIGNER / VISUAL DESIGNER



Accomplished visual design expert with 15+ years of success achieving client visions with engaging print, web, motion, and interactive media design. Strong communicator with proven abilities to mentor junior design teams and build collaborative working relationships with colleagues, clients, and cross-functional creative teams.

Passionate design leader dedicated to leveraging hands-on teamwork and motivational management to create visually optimized and brand-aligned content across multimedia channels.

## So... How may I help YOU!

### PERSONAL DETAILS

Name: Brock G. McClung  
Address: Springfield, VA 22153  
Phone: 301.346.0081  
E-mail: brock.mcclung@gmail.com  
URL: www.brockmcclung.com



Scan with phone's QR reader to **ADD** me to your **CONTACTS**.

### AREAS OF EXPERTISE

- Print, Web, Motion, & UI Design
- Promotional Content Creation
- Team Mentoring
- Client Communication
- Creative Problem-Solving
- HTML Hand-Coding Skills
- Interactive Media
- Employee Engagement
- Project Management

### EDUCATION

- **Graphic Design Certificate**  
The Center for Digital Imaging Arts @ Boston University
- **Visual Communications**  
The Art Institute of Pittsburgh

### AFFILIATIONS/MEMBERSHIPS

AIGA, IXDA, Refresh DC

### AREAS OF EXPERTISE

I am proficient in both **Macintosh** and **Windows** platforms.

Also proficient with Nikon and Canon DSLR camera systems.

★= Grasshoppa  
★★★★★= Full-blown Ninja

### SOFTWARE PACKAGES

Adobe Acrobat	★★★★
Adobe After Effects	★★★
Adobe Dreamweaver	★★★★
Adobe Flash	★★
Adobe Illustrator	★★★★
Adobe InDesign	★★★★★
Adobe Lightroom	★★★
Adobe Photoshop	★★★★
Adobe Premiere Pro	★★★
Microsoft Office	★★★★
Quark Xpress	★★★

### CODING/SCRIPTING

CSS 3	★★★★
JavaScript	★★
jQuery	★★
HTML 5	★★★★

### CMS KNOWLEDGE

Wordpress	★★★
Salesforce	★★★

## PROFESSIONAL EXPERIENCE

**Senior Web Designer** .....2/2012 to Present  
InvestorPlace Media, *Rockville, MD*

Selected to serve as designated design expert for Louis Navellier publishing partnership and lead all design, branding strategy, and creative assets for multimillion-dollar franchise. Manage creative team in producing engaging video content as acting Art Director for Rockville office. Lead, mentor, and develop effective team of three direct designer reports to complete comprehensive design projects across print, broadcast, web, and interactive media channels.

- Lead designer for Louis Navellier promotion (November 2018), that generated over \$4 million in revenue.
- Created and executed designs for six consecutive print direct mail test packages that improved control package revenue by at least 28%.
- Successfully transitioned from leading print-based design projects to serve as Lead Designer in developing new Salesforce HTML marketing templates.
- Collaborated with creative teams to produce five of the top six marketing campaigns for achieving maximum revenue generation.
- Nominated by executive leadership team to mentor junior design staff with top-level professional knowledge, experience, and work ethic.

**Graphic Designer** .....7/2006 to 11/2011  
Thompson Publishing Group, *Washington, D.C.*

Crafted innovative layouts for multiple monthly and quarterly company publications. Fashioned innovative one-shot, soft-bound products.

Managed extension publication database and conducted regular updates to maintain accurate data and efficient systems.

- Chosen to fulfill role as Lead Designer for major publishing group responsible for the majority of incoming revenue.
- Provided multifaceted design expertise to create appealing designs for logos, website landing pages, web banners, and direct mail communications.

**Graphic Designer** .....2/2005 to 7/2006  
Aquent, *Washington, D.C.*

Connected with clients across various industries, including advertising agencies and non-profit organizations, to provide high-quality design work in alignment with client objectives.

- Fulfilled multifaceted design and leadership role to manage diverse project requirements across multiple environments and provide complete coverage for designer absences.



---

## ADDITIONAL EXPERIENCE

---

- **Graphic Designer**  
LM&O Advertising, Arlington, VA
- **Graphic Designer**  
Rosenthal Partners, Bethesda, MD
- **Graphic Designer**  
Westend Press, Springfield, VA
- **Operator**  
The Joystick Lounge, Baltimore, MD

---

## TECHNICAL PROFICIENCIES

---

### SOFTWARE

- **Adobe Creative Suite:**  
Acrobat, After Effects, Animate, Audition, Bridge, Dreamweaver, Flash, Illustrator, InDesign, Lightroom, Media Encoder, Photoshop, Premier Pro; XD
- **Microsoft Office Suite:**  
Excel, Powerpoint, Teams, Word
- **Quark Xpress**
- **Frame.io**

### CODING / SCRIPTING

- **CSS3**
- **jQuery**
- **JavaScript**
- **HTML 5**

### CONTENT MANAGEMENT SYSTEMS (CMS)

- **Salesforce**
- **WordPress**

### PHOTOGRAPHY:

- **Familiar with Nikon and Canon DSLR camera systems.**
- **Experience with Paul C. Buff, Nikon Speedlights and ProFoto Lighting Systems**

---

## PROFESSIONAL DEVELOPMENT & TRAINING

---

### SOFTWARE

- **School of Motion**  
After Effects Kickstart
- **Ledet Training**  
Intro to After Effects

### LINKEDIN LEARNING

- **Learning Motion Graphics**
- **Learning Video Production & Editing**
- **Improve Your Creativity**
- **After Effects CC 2019 Essential Training**
- **Animation Foundations: Fundamentals**

---

## RECOGNITION & AWARDS

---

- **Earned Outstanding Employee of the Quarter Bonus**
- **Investor Place Media Table-Tennis Champion (2016)**
- **Published Glamour Photographer**

