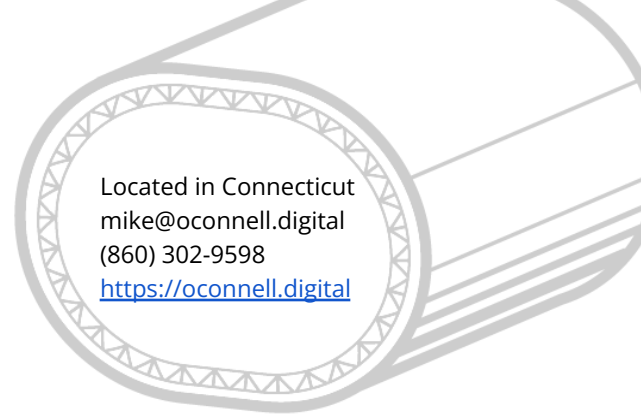# Mike O'Connell

Front-End Web Designer focused on bringing accessible, creative experiences online.

Located in Connecticut
mike@oconnell.digital
(860) 302-9598
https://oconnell.digital

Relevant Experience

Americares

Associate Director, Web Design February 2018 — Present
Web Manager May 2011 — February 2018
Web Developer / Email Marketing October 2008 — May 2011

Technical Lead for a global multi-platform web presence including marketing/fundraising websites, emails, donation forms, multimedia content, and campaigns; Role and responsibilities float around as needed—build and deploying product lifecycle, user-centered experience, information architecture improvements, graphics and layout, reporting analytics, troubleshooting.

Assisted in creative direction of two major rebranding efforts in 2012 and 2016, often part of the identity development and execution processes; and continually being a representative in team projects to ensure marketing and brand integrity considerations throughout each stage. Americares is a global humanitarian relief organization based in Stamford, Connecticut.

LINKS Magazine

Marketing Designer October 2006—August 2008

Lead advertorial print design, coordinated and provided pre-production for advertising sections, brochures, sales and pitch materials, direct mail and subscription cards for a Golf lifestyle publication with circulation of approx. 300,000 nationally.   Also, migrated and maintained LINKS magazine website, regularly publishing featured content, property listings. Assisted in format and test of online sweepstakes and polls; developed banner ads and other miscellaneous marketing materials.

ING Direct (Voya)

Web Content Specialist January 2006—October 2006

Content developer for a multinational Retirement Financial Services firm. Converted many thousands of public and intranet content pages into standards-compliant HTML and proprietary XML markup documents for Websphere portlets. Assisted in coding Flash presentations; weekly code reviews, mocked-up and designed portal skins for Joomla and Websphere sites; and other web-related needs.

Disciplines

User Experience
Adobe XD, Figma, Azure RP, Balsamiq

Graphic/Information Design
Photoshop, Illustrator, InDesign, QuarkXPress

Front-Web Development
HTML, CSS, Sass, PHP, Vanilla/Jquery SQL, SublimeText, ScreamingFrog, Wordpress 6, Episerver 10

Online Platforms
Salesforce Marketing Cloud, Constant Contact, Luminate Online, Trello, Optinmonster

Skillsets
Creative Ideation, Branding Guides, Business Process Mapping

Education

Central Connecticut State University - B.A, Information Design. Minored in Printing.

Blackbaud Certified in Luminate Online (bCLO)

Pursuing Salesforce Certifications currently.

Interests

Home improvement, geocaching, oddities, science fiction novels, mountain biking