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## **About Kevin McMahon - Web Designer / Multimedia Designer -**

I am an experienced website developer and I am known for creating elegant and impressive websites. The sites I produce are fast loading, mobile friendly and always utilize best practices. My goal is to offer superior design and improved user experience with maximum ease of use for the customer. My skill set includes creating digital assets for websites, advertising, email campaigns and multimedia authoring. I possess many years of experience working with clients to successfully realize their goals and objectives.

### **Web Design Skills**

- Extensive authority of HTML 5, Photoshop, Dreamweaver, Web Hosting & Domain Controls, Video Editing, Audio Editing, Animation and Multimedia Publishing
- Capable front-end designer using hand coding of HTML, CSS, Flexbox, SASS and Javascript
- Extensive experience using CMS platforms like Wordpress, BigCommerce and Shopify
- Understanding of advanced Javascript libraries for execution of UI/UX enhancements
- Expert in Adobe Creative Suite - Illustrator, Photoshop, InDesign, After Effects, Premiere

### **Professional Experience**

- **Web Developer/Digital Media** for Pinnacle Advertising in Boca Raton, FL - 1 year 2 months
- **Web/Multimedia Designer** for Active Data Technologies in Boca Raton, FL - 6 Years 10 months
- **Internet Director** for Visual Products In Lake Worth, FL - 1 years 7 months
- **Senior Art Director** for Creative Edge Advertising - Lantana, FL -7 years 3 months

### **Education**

- **Bachelor Degree in Fine Art 1987** - University of South Florida with concentration in printmaking
- **Associate of Arts Degree 1985** - Polk State College with concentration in commercial art
- Knowledge using graphics, color and design composition for advertising marketing and communication. Education included illustration where I refined my ability to render realistically, stylistically, and conceptually almost any subject with skill.

### **Administration and Supervision Experience**

- Experienced in managing a staff of designers and web developers
- Ability to accurately provide administrative functions including project management, analytics reporting, documentation, research, and invoicing
- Highly proficient with communication and in using Microsoft Word, Powerpoint, and Excel

### **Key Strengths**

- My key strengths are my artistic ability, strong digital design skills, being well organized and capable of working within tight deadlines.

**Conclusion:** *I keep the web design/creative process running smoothly to enhance production while providing clients with an end product that represents their brand in the best possible way.*