



# CALEB MCGUIRE

UX & VISUAL DESIGNER

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## EMPLOYMENT

2013-PRESENT

**The Nerdery** / Senior User Experience Designer

- Lead teams of visual designers in creative direction and execution on large-scale, timeline driven web and mobile projects
- Designed complete UX solutions for customers utilizing a wide variety of UX best practices and processes
- Maintained visual integrity, brand standards, consistency, interaction patterns and overall vision within new and existing design systems
- Responsible for collaborating closely with Front-End engineers on both Agile and Waterfall projects throughout the entire development process
- Acted as design mentor and advocate for numerous designers

2011-2013

**Internet Broadcasting Systems** / Web Designer

- Responsible for visual design of online ad solutions, mobile advertisements and landing pages for local news stations across the U.S.

2005-2011

**Clearsite Creative** / Web Designer

- Lead designer and developer responsible for creating and executing all customer websites.
- Expanded the company's technical capabilities by enabling them to sell content management, e-commerce and blogging as additional services.

2004-2005

**By All Means Graphics** / Graphic Designer

- Designed business cards, brochures, and other printed materials for various clients as well maintained the company website.

## EXPERIENCE

LATEST WORK

[www.hy-vee.com](http://www.hy-vee.com)

• • • *Art Direction, Visual Design, Motion Design, IxD*

[www.gtcuw.org](http://www.gtcuw.org)

• • • *Visual Design, Interaction Design (IxD)*

## SKILLS

DESIGN

Layout, Typography, Color, Animation, Mobile Design (iOS/Android), UI Design, Interaction Design, Iconography, Illustration, Responsive Design, Branding

SOFTWARE

Sketch, Adobe Creative Cloud, Photoshop, Illustrator, After Effects, Lottie, GIT, Omnigraffle, Axure, Invision, Craft

## EDUCATION

AAS/Web Design & Multimedia • Dakota County Technical College, 2002-2005  
High School Diploma • Homeschool, 2000-2004