



AARON McCRAY

MULTIMEDIA AND UX DESIGNER

Phone: 313 595 8476

Email : mail@aaronmccray.com

Web: <http://aaronmccray.com>

ABOUT

25 years experience in various design fields - skilled in web and graphic design, product design, instructional design, E-Learning development, multimedia, video editing, motion graphics, video game design/development, creative direction, experiential design and user experience.

Experienced in the majority of the visual arts (hand or digital) and skilled in front end programming, writing, advertising/marketing, and team leadership/management.

Worked independently, client-facing, and with small and large teams, including in Agile environments alongside development.

Product Design from conception (ideation, sketching, research), to creation (assets, finding and managing vendors, working in tandem with developers), to final product delivery.

Created award-winning eLearning including DevLearn 2021's Best in Show Ultimate Risk Warrior training course.

EDUCATION

1996 - 2000 : Graphic Design
College for Creative Studies

EXPERIENCE

2023-2024 : Microsoft (Contract)
Instructional Designer
Work with SMEs, designers, and developers to create training centered around Microsoft's AI initiative (VILT/eLearning)

2020 - 2024 GP Strategies
Multimedia/UX/Instructional Designer
Created over 40 E-Learning and ILT projects for GM. Also designed and developed marketing, and digital initiatives.

2013 - 2022 JP Morgan
Vice President, Digital Learning Solutions
Team management, multimedia and instructional design (using the ADDIE model), and creation of 200+ e-Learning courses. Also created and edited video and multimedia, including original animations.

2015 - 2018 General Motors
Visual Design Lead - User Experience
Led user-centered UX design lead for mobile (design/re-design of the MyBrand series of apps; My Chevrolet, My Buick, etc.), dash, infotainment, and more.

2013 - 2014 Imagination Inc
Digital Technology Lead
Created full UX marketing support and design for future (2020 initiative) automotive for Ford from initial iteration to pitch documents to client-facing meetings. Also designed all of the experiential engagements for Ford for the 2015 International Auto Show.

2012 - 2013 Bluewater Technologies
Experiential Design UX Lead
Worked hand in hand with developers to create 30+ interactive experiential engagements for multiple clients (Samsung, A&F, Target, etc.) for in-store displays, marketing engagements, and events. The engagement design included, but was not limited to video game design, interactive kiosks, multimedia design (including video/sound editing, 3D animation, and modeling), and digital art

AWARDS

2022 : DevLearn Best in Show
Storyline E-Learning Course

2008 : Xbox Dream Build Play Finalist
Independent Video Game