



SEAN MCLAUGHLIN
Graphic & Digital Design

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Experience

- 2023-Present** **String & Key | stringandkey.com**
Senior UI Designer
Responsible for the design and development of a robust design system for the company's flagship product, elevating its visual identity and user experience. Redesigned and launched a new app architecture for web and mobile. Designed and shipped new website for company's primary product.
- 2021-2023** **Unagi Inc. | unagiscooters.com**
Brand Designer
Oversaw full company re-brand in 2022. Designed brand elements and applications across marketing materials including print, out-of-home, partnership, email, in-app, web, and social media. Worked with product team to design and launch an accessible app that speaks to product through BLE. Designed in-store merchandise for SOHO NYC location. Designed and oversaw product packaging. Concepted and created all communications for brand partnerships with Google, Lyft, and Complex Con. Developed and maintain a design system that ensures consistency and quality across all products.
- 2019-2021** **Revolver NYC | revolvernewyork.com**
Digital Designer
Established and streamlined agency wide digital design process. Worked closely with project managers, developers, and other stakeholders to design and implement user interfaces for web and mobile applications. Oversaw design and development for luxury hospitality clients such as Wylder Hotels, Corigin, Bozzuto, Hilton Hotels, and Hospitality House. Designed and developed studio's new website. Designed brand identity for Asher Residences in Tampa. Worked with team to design brand identity elements for three Wylder Hotels locations as well as each locations' food and beverage components.
- 2017-2020** **Ceros | ceros.com**
Digital Designer
Led digital design initiatives for high-profile clients including Mastercard, Kimpton Hotels, and BuzzFeed within a 30-member in-house agency. Orchestrated a successful rebranding campaign for Haworth, overseeing all aspects of design to align with client objectives and enhance brand visibility. Collaborated with the product team to conduct thorough testing and quality assurance for new features in the company's proprietary software. Managed diverse design projects, from website revamps to social media campaigns, consistently meeting client goals. Employed user-centered design principles to create impactful digital experiences that resonate with target audiences.
- 2016-Present** **Sean McLaughlin Design**
Freelance
Collaborated with Adidas & IMA-HOME to design and hand paint abstract typographic displays for Adidas' SOHO location. Illustrated and designed skateboard wheels for Ty Beall 2023 pro model. Designed and illustrated interactive website pages for CVS Invincible campaign. Designed and built Walmart X RetailMeNot interactive digital campaign pages and social media assets pertaining to the launch. Designed packaging for Brooklyn based dispensary High Frequency. Designed brand identity, website, and social media package for George William Jewelry, as well as art directed product photography.

Education

- 2013-2017** **Virginia Commonwealth University**
BFA in Mass Communications • Emphasis on Creative Advertising

Recognition

- 2017** **American Advertising Federation** • National Level Silver • Digital Design
2020 **SiteInspire** • Site of The Day • Revolver New York
2020 **Typewolf** • Site of The Day • Revolver New York

Skills

Branding and Visual Identity, Concept Development, Editorial & Publication Design, Guerrilla Marketing, Interactive Digital Design, UI Design, Product Design, Webflow Development, Signage and Wayfinding, Team Leadership, Collaboration

Proficiencies

Adobe Photoshop	Adobe XD
Adobe Illustrator	Figma
Adobe Indesign	Sketch
Adobe Premiere Pro	Webflow
Adobe After Effects	Principle