



# Ronnie D. McBride

## UI/UX Designer

Portfolio: [behance.net/ronniemcbride](https://www.behance.net/ronniemcbride)  
Ronniemcbride@mixmediasalad.com  
[Linkedin.com/in/ronniemcbride](https://www.linkedin.com/in/ronniemcbride)

908.220.9450

### PROFESSIONAL EXPERIENCE

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#### 2017 – 2019 Interaction Designer(IxD) Asurion.com

Collaborated with the team and other key stakeholders to design interactive websites, landing pages, product demos, motion graphic animations, videos, and responsive web-based applications. Utilize problem-solving methods such as wire-framing, storyboarding, user-scenarios, prototyping, and screen mockups to produce effective UI/UX solutions for brands such as AT&T Home Depot, Walmart, Amazon, Samsung, Guitar Center, and BJ Wholesale Club.

#### 2016 Sr. Visual Designer (consultant), Synchronoss.com

Responsible for website design, e-mail design & development, motion graphic design, video editing, graphic design, PowerPoint slide design, illustration design. I worked closely with core team members, managers, and directors to develop a cohesive brand image for digital online marketing & communications collateral.

#### 2016 – Current Educator/ Online Design Instructor, Lynda.com (LinkedIn)

Responsible for the design, development, and delivery of multiple video-on-demand training. My course covered topics such as beginners' graphic design, UX Design, and Icon design. I educated students on how to utilize a design application called Affinity Designer to build websites, product labels, and app interfaces. My course to date has produced over 123K in views and continues to draw monthly viewing traffic to Lynda.com and LinkedIn Learning Center.

#### 2015 – 2016-Current Educator/ Online Instructor, Udemy.com

After creating a successful Youtube channel that has drawn 470K in views to date, I was recruited by Udemy to create a course entitled: The Complete Guide to Vector Art. This 4/5 star bestselling course has enhanced 2,769 students' design skills in graphic design and illustration techniques.

#### 2015 Email Designer/Illustrator, Verizon Corporate

Responsible for the design and layouts of email marketing content. I also designed and create original illustration art based on the companies newly established branding style guidelines.

#### 2013 – 2014 Sr. Visual Designer (Consultant), Brother International, NJ

Responsible for providing graphic design, web design, photography and video editing, motion graphic, and e-mail campaign design solution for the home appliance division of the company. I work closely with key members of the web development team, management, and external agency representatives to photograph, design, execute, and manage the creative efforts in a fast-paced deadline-driven environment. It was also my job to organize, guide, and document the creative execution required to manage and streamline the efficiency of the creative design & delivery process.

#### 2005 – 2011 Sr. Branding & Marketing Design Consultant, Agilysys, NJ/OH

I managed the east coast branch of the corporate website. I worked with key sales staff and copywriters to design marketing materials. I worked closely with directors and department heads to develop and design concepts for varying marketing campaigns, online video, and social media initiatives. Lastly, I designed and created numerous award-winning designs that boosted company recognition in the field.

### EDUCATION

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#### University of Louisiana at Lafayette Bachelors Degree, Industrial Design

Course work included: sustainability, human factors, sketch ideation, illustration, 3d prototyping, product photography, packaging design, presentation development and product branding.

### SKILLS

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#### What I Use:

Adobe CC	XD
Invision	Figma
Protopie	Affinity Designer
Sketch	Basic HTML/CSS
Zeppelin	

#### What I Do

UX Prototyping	Illustration
UI/Visual Design	Graphic Design
Wireframing	Video Production
Interaction Design	

### BRANDS I HAVE SERVED

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