

ALY MAC

Design Manager

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www.positiveobjective.com

I am a creative Design Manager with a love for powerful and elegant design. I am focused and driven with many years of experience across multiple industries, specialising in brand strategy, user interface design and content production. Proactive, reliable and adaptable, I am capable of taking projects from concept through to delivery. I am an effective communicator and collaborator, with the ability to influence, strategise and lead, to achieve successful results.

My subject expertise lies in user experience, helping to build and improve the customer journey by connecting customer requirements with business goals. Throughout my career, I have gained a broad range of skills from working in many areas of business. This enables me to consult and lead on innovative user-centred design projects for leading brands. My goal is to continue improving my design, technical and communications skills and maintain my high standards. I have ambition to succeed at the highest level and regularly exceed expectations.

EXPERIENCE

Learning Design Manager

KPMG LLP

London | Sep 2021 - present

- Design consultation and project management of several internal learning projects
- Liaise with multiple stakeholders to drive projects from concept through to completion
- Lead the internal design team to create innovative solutions with highly engaging content
- Produce comms plans and marketing material to ensure effective uptake of products across the firm
- Identify and provide agile learning solutions through emerging technologies
- Build and maintain relationships with external suppliers
- Provide leadership and mentoring as required

Achievements

- Sourced and implemented software to organise design workflow for the whole Learning function
- Effectively managed an annual portfolio of over 195 learning projects
- Implemented new design processes ahead of the incoming team, providing value add to the Learning function

Learning Design Manager

Deloitte LLP

London | May 2019 - Aug 2021

Content Development Specialist

Deloitte LLP

Milton Keynes | Oct 2017 - May 2019

Creative Content Producer

SAVA

Milton Keynes | Jan 2014 - Oct 2017

Content Producer

Factory Media

London | Sep 2011 - Jan 2014

Freelance Brand Designer

Positive Objective

Milton Keynes | Jun 2004 - present

PORTFOLIO

 **Portfolio of work**
positiveobjective.com

 **Skills portfolio**
issuu.com/alymac16/docs/pdfp

EDUCATION

PRINCE2 Certification

Axelos - 2019

Consulting Skills Certificate

ATD - 2019

Certificate in Designing Online Learning

Learning Performance Institute - 2018

User Experience Design Certification

General Assembly - 2017

Diploma in Business Management

NMA Training - 2014

Adobe Creative Cloud Certifications

Udemy - 2013

HTML5 & CSS3 Programming

W3 Schools - 2009

A-levels

Aylesbury Grammar School - 2004

SKILLS

Strategy
Consulting
User experience
Project management
UI design
Web / app design
Graphic design
Print design

Brand identity
Content production
Video / audio editing
Motion graphics
E-learning
HTML5 & CSS3
Adobe Creative Suite
Microsoft Office

INTERESTS

In my spare time I like to keep active and to socialise. I am a keen snowboarder, active with the local snow slope and its community. I enjoy organising events and bringing people together through a shared purpose and common goals.

CONNECT

 **Publication**
issuu.com/alymac16

 **Instagram**
/positiveobjective

 **Film & animation**
vimeo.com/ject/collections

 **LinkedIn**
/in/alymac16

REFERENCES

References available upon request.