

ALY MAC

Design Manager

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I am a creative designer with a passion for creating powerful and striking designs. I am a driven individual with many years 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 and client satisfaction.

My subject expertise is in user experience, helping to improve the customer journey by connecting customer requirements with business goals. Throughout my career, I have gained a broad range of skills from working across many areas of business. This enabled me to consult and lead on innovative user-centered 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

Audit Design Manager

KPMG LLP | Central London | Sep 2021 - present

- Design consultation and project management of multiple internal Audit design projects
- Present to the Audit Exec. and influence decision making through clearly defined design proposals within a concise project brief
- Build and maintain relationships with multiple stakeholders across the business to drive projects from concept to completion
- Lead the internal design team and manage external suppliers 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 and provide leadership and mentoring as required

Achievements

- Sourced and implemented software to organise design workflow for the whole team
- Effectively managed an annual portfolio of over 160 projects
- Implemented new design processes ahead of the incoming team, providing value add to the team

Learning Design Manager

Deloitte LLP | Central London | Oct 2017 - Aug 2021

- Design consultation and project management of multiple cross-service line learning projects
- Present to the Executive and influence decision making through clearly defined design proposals within a concise project brief
- Build and maintain relationships with multiple stakeholders across the business to drive projects from concept to completion
- Lead the internal design team and manage external suppliers 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 and provide leadership and mentoring as required

Achievements

- Designed and managed the development of an induction learning portal for all staff on the Lloyd's Banking Group audit
- Created the Consulting induction portal for all new hires into the Consulting service line
- Designed and managed the development of the firm's ESG climate change training, a key objective for Deloitte's growth strategy

Creative Content Producer

National Energy Services | Milton Keynes | Jan 2014 - Oct 2017

- Development of all e-learning packages from post script to release to support customer CPD hours
- Create assets for the Residential Surveying course including digitising all classroom delivery, producing marketing material and developing the quarterly technical magazine
- Create 2D and 3D animations to enhance video and e-learning products
- Operate and maintain all camera equipment and the company's Vimeo and YouTube accounts
- Engage presenters and guests at open days to help further the company's marketing goals
- Provide an on-demand design service as required
- Build and maintain relationships with multiple stakeholders and external clients

Achievements

- Digitised the entire Residential Surveying course increasing the pass rate to 100% and saving the company over £80k in costs
- Designed the brand identity for the Residential Surveying School
- Designed and developed all UI assets for the NES One program

Technical Content Editor

Factory Media | Central London | Sep 2011 - Jan 2014

- Develop all content for the Mpora Gear project and contribute to project strategy
- Build and maintain relationships with multiple stakeholders and external clients
- Support external events as required, including setup, judging and event management
- Support the Media team as a videographer, photographer and assist with all social media channels as required
- Engage the public at events to help further the company's marketing goals

Achievements

- Single handedly created all content ahead of the successful launch of the Mpora Gear website
- Assisted in creating the concept for a snowboard competition series and travelled across the UK to run it
- Gained valuable marketing experience

Freelance Brand Designer

Positive Objective | Milton Keynes | Jun 2004 - present

- Provide brand identity, content production and UX / UI design services
- Present to clients and influence decision making through clearly defined design proposals within a concise project brief
- Work closely with clients, immersing myself within their business to design and develop assets from concept to delivery
- Work closely with external suppliers to provide an end-to-end digital solution
- Build and maintain relationships with clients, stakeholders and suppliers
- Provide design support services when required

Achievements

- Helped a number of small companies make impact in their respective markets
- Produced assets for leading companies including Evisu, Burton Snowboards and the NHS
- Created the first snowboard brand in the UK to make the first snowboard film

EDUCATION

Figma Mobile & Web App Design Certification

Udemy - 2022

User Experience Design Certification

General Assembly - 2017

Diploma in Business Management

NMA Training - 2014

Adobe Creative Cloud Certifications

Udemy - 2013

SKILLS

Strategy	Brand identity
Leadership	Content production
Consulting	Videography & photography
User experience	Animation
Project management	E-learning
UI design	HTML5 & CSS3
Relationship building	Adobe Creative Suite
Comms & marketing	Microsoft Office

PORTFOLIO

 **Portfolio of work**
positiveobjective.com

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

FURTHER QUALIFICATIONS

PRINCE2 Foundation

Axelos - 2019

Consulting Skills Certificate

ATD - 2019

Certificate in Designing Online Learning

Learning Performance Institute - 2018

HTML5 & CSS3 Programming

W3 Schools - 2011

INTERESTS

In my spare time I like to keep active, socialise and learn new things. I am a keen snowboarder, active with the local snow slope and its community. I enjoy organising events and bringing people together through shared purpose. I also like to travel and have been to over 30 countries.

CONNECT

 **Publication**
issuu.com/alymac16

 **Instagram**
/positiveobjective

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

 **LinkedIn**
/in/alymac16

REFERENCES

References available upon request.