



Frank B. McCright IV

Creative Generalist

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Dallas, Texas

Profile

An award-winning Creative Director, Strategist, Producer, Developer and Designer with extensive experience in digital, UX/UI for web and mobile, motion graphics and video, photography, and music production. Experienced in design industry since 1994; continued augmentation of creative skills to stay current with the rapidly changing trends. Successful at leading teams to deliver creative solutions through excellent communication, a passion for problem solving through creativity and technology, and a commitment to building the bridge of communication and understanding between designers and developers for high-yielding results.

Work History

JP Morgan Chase, Plano, Texas - March 2020 - Current

Role: Senior UX Designer

Key Achievements:

- UX lead designer on web, mobile and hybrid experiences:
- Designed digital experiences for Chase card applications and experiences
- UX/UI prototyping, design, and layouts in Sketch and Figma
- User research and testing

Verizon/Ranstad Inc, Dallas, Texas - January 2019 - November 2019

Principal UX/UI designer, developer, photography, video, motion graphics for Verizon Technologies

Key Achievements:

- Designed and developed web apps and digital experiences for Verizon IoT
- Photography of products, technology, and other IoT product and devices
- Production and motion graphics of Verizon videos
- UX/UI content management, development, and ideation

Vizient Inc, Las Colinas, Texas - June 2016 - October 2017

UX Design Manager & Front-End Developer

Key Achievements:

- Principal designer, design manager, and developer for web application design, user interface and user experience
- Lead contributor of design principles, front-end development, and problem solving for conversions of a large number of web applications from outdated platforms to current technology and languages
- Lead creation of design system and UX toolkit for design and development

SystemWare PS/ARGO Data, Richardson, Texas - October 2015 - March 2016

Lead UX/UI Designer, Developer (Contractor)

Key Achievements:

- Provided leadership to back-end developer teams with creative direction, front-development, design direction, and problem solving
- Contributed solutions for web applications using HTML5, CSS3, JQuery, Javascript, Bootstrap, and responsive design

Work History (cont.)

RealPage, Carrollton, Texas - August 2015 – January 2016

Lead UX/UI Designer, Developer & Business Analyst (Contractor)

Key Achievements:

- Provided leadership to product teams with creative direction, product design, and problem solving
 - Use of strategy, current trends, forward tech to create a better user experience
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Intuit Inc., Plano, Texas - March 2014 - May 2015

Senior UX/UI Designer

Key Achievements:

- Provided leadership to multiple teams with creative direction, strategic planning, and problem solving
 - Directed and produced multiple live-action and motion graphic videos
 - Provided a liaison between designers and front-end developers to refine the results of new projects
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Ignite Partnership, Richardson, Texas - January 2012 - October 2013

Creative Director

Key Achievements:

- Managed a team of web designers, art directors, ACDs, motion graphic artists, app developers, contractors and vendors as well as film, photography and post production crews
 - Directed live action commercial shoots for broadcast, carrier, retail, mobile content and online advertising for Samsung
 - Introduced, directed and designed the new look and feel for Samsung's digital retail experience for new device launches
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Imc2, Dallas, Texas - December 2005 – October 2008

Senior Art Director, Multimedia Designer

Key Achievements:

- Worked with a teams to create award winning digital projects for Procter & Gamble brands like Secret, Tampax, Always, Crest, Olay, and Max Factor. Other brands included Eukanuba, Iams, Prilosec, Coca Cola, and Pizza Hut.
 - Composed music and provided voice-over
 - Shot, edited and cut video and created visual effects for online commercials
 - Shot and directed photography for internal and external projects
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Match.com, IAC, Dallas, Texas - October 1998 – November 2005

Senior Graphic Designer

Created online ads, print materials, and interactive experiences as lone in-house Lead Designer during the startup period as Web Media Ventures; later worked with a larger design team after the purchase and conversion to Match.

Other Activities

Cameron University - Music Major / Art Minor

The Art Institute of Dallas - 3D Animation

Other Activities

Stellar Music - www.stellarmusic.com

Indie Music Label

FBM4 - www.fbm4.com

Photography & film-making

Yogomi - www.yogomi.com

Content creation project, blog, YouTube, Twitch

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