

# ARTHUR MACMILLAN

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User Experience professional offering **11 years** of extensive hands-on experience executing wireframes, visual designs, prototypes and front-end development; presenting a verifiable history leading user-centered practices in responsive and adaptive digital projects for e-Commerce, Enterprise Software Applications, and Online Marketing.

## EXPERIENCE SUMMARY

- Strong foundation in brand development, creative visual design, layout, color theory and typography
- Implicit belief in user-centered processes aimed at identifying, validating and hypothesizing solutions
- Exceptional UX design expertise providing wireframes, visual design and prototypes to aid product improvements and features
- Hands-on experience in user research methods, heuristic evaluations, persona development, sitemap development, task analysis, journey maps, interviews and other forms of quantitative and qualitative analysis
- Experience with stakeholder management, project planning, defining goals, problem validation, story development, use cases, task prioritization, minimum viable products, key performance indicators and establishing measurable goals for success environments
- 9 years working experience across Lean UX, Agile/Scrum and Waterfall product development environments
- 6 years experience in roles building, leading, managing and mentoring teams in e-Commerce and online marketing projects
- Excellent knowledge of Human Interface Guidelines for both iOS and Android mobile
- Professional experience working in corporate, agency and startup environments
- High-level verbal and written communication skills

## KNOWLEDGE & TECHNICAL SUMMARY

### Product Design

Product Management  
User Research  
Persona Development  
Information Architecture  
Usability Testing  
Task Analysis  
Measurement Planning  
Wireframe Design  
Visual Design  
Rapid Prototyping  
Interaction Design  
Agile PM/Scrum

### Design Tools

Axure RP  
Invision App  
Sketch App 3  
Balsamiq  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Ionic Framework  
Bootstrap Framework  
Foundation Framework

### Front-End

HTML 5  
CSS3  
Javascript/Jquery  
Sass/LESS  
AJAX  
XML  
Angular JS

### User Testing

User Interviews  
Gorilla Testing  
A/B Testing  
Formal Testing

### Analytics

IBM Coremetrics  
Omniture  
Google Analytics  
Crazy Egg

### Notables

IBM Web Content Management  
IBM Worklight Mobile  
IBM Commerce  
Magento e-Commerce  
IBM JAZZ  
Jira  
Basecamp

## PROFESSIONAL EXPERIENCE

**Primerica, Inc. – Duluth, GA**

Jan 2015 - Present

### Senior User Experience Designer

Primerica is a term life insurance and financial services company with over 1500 corporate employees and over 90,000 sales reps. I provide leadership in the user-centered design, development and implementation of the Primerica Online mobile application's content marketing experience; guiding a strategic initiative to provide mobile training resources to new reps.

### Responsibilities, Projects & Achievements

- Lead IBM mobile content management integrations project
- Plan, organize and document requirements for mobile user experiences
- Validate and define problems, provide hypothesis, design and orchestrate iterative improvements
- Adhere to Agile PM methods
- User research, face-to-face evaluations, surveys, persona development, journey maps and task analysis
- User experience design, wireframes, rapid prototyping and usability testing
- Document measurement plans, goals, KPIs, targets, segments and reports
- PROJECTS: Primerica App "Home" (browse experience), login, search tools, streaming media, downloading resources, social media
- MAJOR ACHIEVEMENT: Architected the design implementation of Primerica Online mobile application content experience with IBM Web Content Management

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**MemberSuite Inc. – Atlanta, GA**  
**Apr 2014 – Dec 2014**

### **Director of User Experience**

Membersuite provides an Enterprise Association Management Software solution (SaaS Startup). I worked to establish user-centered research, study and interview methods to help identify usability concerns within the product and assist with devising a strategy for addressing those concerns while implementing new features. Additionally I was task with providing concepts for a hybrid mobile application to compliment the web-based application.

#### **Responsibilities, Projects & Achievements**

- Led user-centered project research methods, customer surveys and on-site interviews
- Provided UX design for web-based and mobile applications (wireframes, visual design and prototypes)
- Designed mobile responsive update for MemberSuite.com to help support product sales and marketing
- Provided plans for implementing Lean/Agile UX methods to help stabilize product and build in new improvements
- PROJECTS: MemberSuite login, dashboard, CRM, sign-in
- MAJOR ACHIEVEMENT 1: Successfully led UI design and CMS implementation of MemberSuite.com
- MAJOR ACHIEVEMENT 2: Provided exceptional support to MemberSuite marketing team outside of primary role by helping project manage marketing efforts (booth design, promotional print collateral, website, landing pages and e-Mail campaigns)

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**Imagers Inc. (Presentation Service Inc.) – Atlanta, GA**  
**Aug 2012 – Apr 2014**

### **Director of E-Commerce and User Interface Design**

Imagers Inc. is a print distributor that offers digital and large format printing services to Atlanta, GA. I directed an initiative aimed at developing the company's first (B2C) e-Commerce experience with the goal of providing customizable print products at high quantities with a quick turnaround. I managed the full product development cycle from planning to a sustainability implementing a process for user-centric iterative improvements to help build on both user and business expectations.

#### **Responsibilities, Projects & Achievements**

- Directed internal web development team (3 members) responsible for web based B2B and B2C applications
- Managed the e-Commerce initiatives of the business providing planning, cost estimations, work estimates, work breakdown, value networking, resource procurement, task execution and task management
- Developed e-Commerce project documentation, requirements and strategies
- Monitored and maintained execution of e-Commerce task through to completion using Agile/Scrum methods
- Led user-centered focus on the design of e-Commerce interface
- Designed information architecture, sitemap, feature maps, persona development, journeys and task analysis
- Provided hands-on execution in UX design process including wireframes, visual designs and prototypes
- Implemented the user-interface front-end styles and functionality through HTML, CSS and jQuery
- Collaborated with VP Sales to provide marketing strategy, launch plans and plans to gain revenue
- Organized and monitored testing with persona targets and existing clients
- Developed continuous cycle for improvement of user-experience in phases
- Executed launch strategy and testing, monitored issues and managed project through to steady state
- Created marketing plans and reports for analytics data (Google) focusing on increasing product sales/conversion rates
- PROJECTS: Imagers.com e-Commerce, mobile responsive e-Commerce, product configuration, checkout, marketing modals, account setup, e-Mail marketing, social media campaigns, Magento setup, hosting setup, PCI compliance
- MAJOR ACHIEVEMENT 1: Completing e-Commerce design and launch within 8-month span, under a budget
- MAJOR ACHIEVEMENT 2: Estimated increase in online sales from \$5,000-10,000 per month to \$30,000 -\$50,000 per month
- MAJOR ACHIEVEMENT 3: Launched mobile responsive e-Commerce website with over 80 products and thousands of potential configuration in addition to implementing a e-Mail marketing strategy to support sales and promotional events

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**Ballard Designs (HSN Inc.) – Atlanta, GA**

**Mar 2010 – Aug 2012**

**Senior User Interface Designer and Web Marketing Manager**

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Ballard Designs is a multi-channel retailer offering European inspired home furnishing. They're owned by Cornerstone Brands and powered by Home Shopping Network Inc. As a Sr. User Interface Designer my primary responsibility was to provide design support for user-driven implementations in e-Commerce to aid in improving product sales. Additionally, I was entrusted with innovative e-Commerce strategies to help test the mobile market through Apple iOS devices. I also served as the manager of visual design in support of online marketing with 3 direct reports.

**Responsibilities, Projects & Achievements**

- Provided hands-on leadership in the design implementation of ballarddesigns.com using IBM products
- Managed creative brand standards throughout all web application in collaboration with V.P. of Brand Management
- Managed and coordinated the visual design team's execution of e-Mail campaigns, landing pages, marketing graphics, search campaigns and social media campaigns
- Led stakeholder presentations for new improvements and concepts in mobile e-Commerce
- Project managed the design and development of mobile responsive social media blog
- Used iterative design processes such as wireframe, visual design and prototyping to support testing mobile initiatives
- Conducted both formal and informal testing methods to validate concerns in e-Commerce
- Conducted usability studies, user interviews, A/B testing, click test, heat map analysis and video recorded usability sessions
- Worked directly with Product Development Director and Digital Product Manager on improving usability concerns aimed at improving conversion rates and decreasing abandonment rates
- PROJECTS: BallardDesigns.com, browse experience, search, advanced search, filters, product pages, product configuration, checkout process, account creation, cross sells, up sells, modal marketing, texture selection, e-Mail subscriptions and mobile tablet e-Commerce, web content, social media, social blog
- MAJOR ACHIEVEMENT 1: Played integral part in 2010 and 2013 Internet Retailer "Hot 100" e-Commerce recognition
- MAJOR ACHIEVEMENT 2: Designed iPad e-Commerce experience in 2011, iPhone e-Commerce experience in 2013
- MAJOR ACHIEVEMENT 3: Launched flagship iPad App "Ballard Plus" with 4 iterations through 2012
- MAJOR ACHIEVEMENT 4: Successfully led IBM Commerce and Web Content Manage integrations

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**Curtis 1000 (Taylor Corp) – Atlanta, GA**

**July 2008 – March 2010**

**User Interface Designer and Front-end Developer**

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Curtis 1000 Inc. is a large multi-channel marketing company offering a variety of services and products. I provided multi-channel visual design and front-end development support to the E-Biz Marketing Department working in an agency production environment with financial institutions, schools and universities. I also provided visual design for internal B2B technology solutions.

**Responsibilities, Projects & Achievements**

- Utilized front-end user interface experience in HTML, CSS, Javascript/jQuery, Ajax, XML, PHP, ColdFusion and ActionScript 2.0/3.0
- Facilitated the execution and flow of internal corporate projects including landing page design, e-Mail campaigns and microsites
- Led initial stakeholder meeting with clients to support ideas for improving marketing efforts
- Produced and updated multi-channel projects including successful translation of print brands into a web format, while ensuring compliance with web best practices and brand standards
- Provided hands-on design and development to multi-channel campaigns for a variety of financial institutions, schools and universities
- PROJECTS: CalCoast.edu Mura Content Management integration, Curtis Director e-Commerce Design, Curtis 1000 e-Cards
- MAJOR ACHIEVEMENT: Created and implement first web content management project for the E-Biz department using Mura CMS (ColdFusion)

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**Web Designer**

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Ballard Designs (IAC Corp) is a multi-channel retailer offering European inspired home furnishing. As a Web Designer, I served both the needs of the Creative and Marketing Departments. I offered a diverse skillset in both web and print design. I collaborated with both teams on executing visual design efforts for online marketing, e-Commerce, retail and catalogs. I also provide 3D modeling and color editing support.

**Responsibilities, Projects & Achievements**

- Design e-Mails, landing pages, marketing graphics and video presentations in support of online marketing
- Supported design efforts in e-Commerce to help improve product sales
- Provided front-end development using HTML, CSS, Javascript and ActionScript
- Assisted with catalog layout, retail collateral, video editing, animation and color editing
- PROJECTS: Ballarddesigns.com, e-Mail and multi-channel campaigns, Ballardstylestudio.com
- MAJOR ACHIEVEMENT 1: Recognized as valued asset behind the growth of e-Mail marketing, improving mailing list numbers by nearly 500,000
- MAJOR ACHIEVEMENT 2: Regularly provided 3-4 multi-channel campaigns per week and successfully internalized the design and development of marketing campaigns

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**EDUCATION**

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Art Institute of Atlanta, Atlanta, GA  
**Bachelor of Fine Arts in Media Arts and Animation, 2002 - 2005**

Emory University Continued Education, Atlanta, GA  
**Project Management Certification Courses, 2015 – 2016**

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**REFERENCES**

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The following references are all available to contact via email or phone. Also, please refer to [www.linkedin.com/in/arthurmacmillan](http://www.linkedin.com/in/arthurmacmillan) for more recommendations and additional feedback on my professional experience.

**Karen Greenhill Mooney**

V.P. Brand Management at Ballard Designs  
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**Tom Lines**

Owner at Imagers.inc  
Email: [tsl@imagers.com](mailto:tsl@imagers.com)

**Ruben Ramirez**

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