

# ARTHUR MACMILLAN

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Highly motivated and innovative professional offering **11 years** of solid career achievement as a Director, Manager and UX Designer in e-Commerce, Software (SaaS) and Mobile Applications encompassing user-centered processes geared towards identifying opportunities to improve on measurable outcomes in order to improve product success.

## EXPERIENCE SUMMARY

- Experienced UX Professional with history of implementing user-driven processes as a Director and Manager
- Hands on expertise in user research, heuristic evaluations, persona development, sitemap development, task analysis, journey maps, interviews and other forms of quantitative and qualitative analysis
- Coordinated stakeholder meetings, project planning, defining goals, problem validation, story development, use cases, task prioritization, minimum viable products, key performance indicators and establishing measurable goals for success
- Provided exceptional talent as a UX design resource providing wireframes, visual design and prototypes to aid user centered methods in web and mobile applications
- Strong foundation in brand development, creative visual design, layout, color theory and typography
- 8 years working experience in Lean UX, Agile/Scrum and Waterfall product management environments
- 5 years experience leading/managing teams of up to 5 members
- Capable of identifying and allocating outside resources to support a project
- Experience with e-Commerce user interface implementation management (IBM Web Content, Commerce and Magento)
- Experience with IBM Commerce, IBM Websphere, IBM Worklight and IBM Portal product design implementations
- Working experience designing for mobile hybrid applications, mobile e-Commerce and mobile content management
- Strong understanding of responsive web design practices
- 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

## 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 design, development and implementation of the Primerica Mobile Application's content marketing experience.

#### Responsibilities, Projects & Achievements

- Lead IBM mobile content management integration
- Organize and manage project planning for mobile content user experience
- Document requirements for mobile experiences
- Adhere to Agile PM methods
- User research, persona development, journey maps and task analysis
- User experience design, wireframes, rapid prototyping and testing
- Document measurement plans, goals, KPIs, targets, segments and reports
- PROJECTS: Primerica App "Home" (browse experience), login, search tools, streaming media, downloading resources
- MAJOR ACHIEVEMENT: Architected the design implementation of Primerica Online mobile application content experience with IBM Web Content Management

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

### Director of User Experience

Membersuite provides a SaaS product (Startup) for associate management. I served as a resource for identifying major usability concerns with the Membersuite product by conducting test, surveys and interviews with leadership, team members and top clients.

#### Responsibilities, Projects & Achievements

- Led user-centered project research methods
- Develop UX project management processes
- UX design for MemberSuite.com and MemberSuite web application (wireframes, visual design)
- PROJECTS: MemberSuite login, dashboard, CRM
- MAJOR ACHIEVEMENT: Led User Interface design and implementation of MemberSuite.com

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

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

Imagers is a print distributor that offers digital and large format printing services to Atlanta, GA. I was hired to help architect the creation of the companies first e-Commerce website, which would offer printing services to large and small businesses throughout the US. Our goal was to enter the plug and play printing market, targeting clients looking for quick run, high quality printing with fast turnaround. I worked directly with Ownership and the Vice President of Sales.

**Responsibilities, Projects & Achievements**

- Directed and managed internal team projects in e-Commerce and marketing
- Provided strategic planning for e-Commerce project/product cycle
- Maintained user-centered focus on target personas and manageable key performance indicators
- Designed information/marketing architecture, sitemap, feature map and task analysis
- Defined requirements, estimated cost, allocated resources, designed and developed
- UX design for e-Commerce site (wireframes, visual design, prototyping)
- Managed internal team of 3 collaborating design, development and creative marketing
- Managed external resources assigned to development and implementation
- Utilized Agile PM/Scrum methods for executing task requirements
- Organized and monitored testing with potential targets and existing clients
- Developed continuous cycle for improvement of user experience
- Created launch plans and marketing plans
- Reported 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
- MAJOR ACHIEVEMENT 1: Completing e-Commerce design and launch within 8-month span, under a budget of \$25,000
- MAJOR ACHIEVEMENT 2: Estimated increase in online sales from \$5,000-10,000 per month to \$30,000 -\$50,000 per month

**Ballard Designs (HSN Inc.) – Atlanta, GA**  
**Aug 2005 - July 2008/Mar 2010 – Aug 2012**

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

Ballard Designs is a multi-channel retailer offering European inspired home furnishing. They're owned by Cornerstone and powered by the Home Shopping Network Inc. As their Senior User Interface Designer I was responsible for managing the design and development for multi-channel marketing campaigns in support of e-Commerce sales. I played a hands-on role in leading innovative projects to support e-Commerce including digital publications, mobile e-Commerce and smartphone applications.

**Responsibilities, Projects & Achievements**

- Provided hands-on leadership in the design and development of new e-Commerce features
- Managed and coordinated online design team's execution of e-Mail campaigns, landing pages, marketing graphics, search campaigns and social media campaigns
- Directed the design renovation of BallardDesigns.com into IBM Webshere Commerce and IBM Web Content Management
- Led stakeholder presentations for new improvements and concepts prior to implementation
- Project managed design and development of mobile responsive social media blog at ballardstylestudio.com
- Utilized diverse skillset in management, user interface design and front-end development to help innovate product improvements
- Conducted both formal and informal testing methods to validate new ideas
- Conducted usability studies, user interviews, A/B testing, click test, heat map analysis and video recorded usability sessions
- Used iterative design methods through wireframing, visual design and prototyping to support testing mobile initiatives
- Worked directly with Product Development Director and Digital Product Manager on improving usability concerns aimed at improving conversion rates
- PROJECTS: BallardDesigns.com browse experience, search, product pages, product configuration, checkout process, account creation, cross sells, up sells, modal marketing, texture selection, e-Mail subscriptions and mobile tablet e-Commerce
- 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: Played integral part in 2010 and 2013 Internet Retailer "Hot 100" e-Commerce recognition
- MAJOR ACHIEVEMENT 3: Designed and test mobile e-Commerce experience in 2011
- MAJOR ACHIEVEMENT 4: Designed smartphone e-Commerce experience in 2013
- MAJOR ACHIEVEMENT 5: Successfully led IBM Commerce and Web Content Manage integrations

Curtis 1000 (Taylor Corp) – Atlanta, GA  
July 2008 – March 2010

## User Interface Designer and Front-end Developer

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.

### 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 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
- MAJOR ACHIEVEMENT: Created and implement first web content management project for the E-Biz department using Mura CMS (ColdFusion)

## EDUCATION

Art Institute of Atlanta, Atlanta, GA

### Bachelor of Fine Arts in Media Arts and Animation, 2002 - 2005

## SKILL 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

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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  
Email: [kgreenhill@ballarddesigns.net](mailto:kgreenhill@ballarddesigns.net)

### **Tom Lines**

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

### **Ruben Ramirez**

Sr. Web Applications Developer at Curtis 1000  
Phone: 678.485.7749  
Email: [ramirezaruben@gmail.com](mailto:ramirezaruben@gmail.com)

### **Jason Reynolds**

Senior Interactive Designer at Vonage  
Phone: 678.200.4731  
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### **Patricia Palermo**

Copywriter at Ballard Designs  
Phone: 404.219.8360  
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### **Lorenzo Barr**

Multimedia Design Engineer at Lockheed Martin  
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### **Drew Buckner**

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### **Kelli Eidson**

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