





# Mike O'Connell

Front-End Web Designer dedicated to delivering branded, accessible experiences online.

 <https://oconnell.graphics>  
 [moconnelldesign@gmail.com](mailto:moconnelldesign@gmail.com)  
 (860) 302-9598  
 Based in Connecticut

## Relevant Experience



### Americares

Interim Salesforce Marketing Cloud Admin January 2023 — Present  
Associate Director, Web Design February 2018 — Present  
Web Manager May 2011 — February 2018  
Associate, Web October 2008 — May 2011

Technical web lead for a global multi-platform web presence including marketing/fundraising websites, emails, donation forms, multimedia content, and campaigns; Role and responsibilities varied as needed: build and deploy, product lifecycle, user-centered experience, information architecture improvements, data migrations, graphics, modular layout, system analysis, archiving, data standardization, debugging, refactoring, and resolutions.

Assisted in creative direction of two major rebranding efforts in 2012 and 2016, often part of the identity development and execution processes; and continually being a representative in team projects to ensure marketing and brand integrity considerations are met throughout each stage. Americares is a global humanitarian relief organization based in Stamford, Connecticut.



### LINKS Magazine

Marketing Designer October 2006—August 2008

Lead advertorial print design, coordinated and provided pre-production for advertising sections, brochures, sales and pitch materials, direct mail and subscription cards for a Golf lifestyle publication with circulation of approx. 300,000 nationally. Also, migrated and maintained LINKS magazine website, regularly publishing featured content, property listings. Assisted in format and test of online sweepstakes and polls; developed banner ads and other miscellaneous marketing materials for field reps.



### ING Direct (Voya)

Web Content Specialist January 2006—October 2006

Content developer for a multinational Retirement Financial Services firm. Converted thousands of public and intranet content pages into standards-compliant HTML and proprietary XML markup documents for Websphere portlets. Assisted in coding Flash presentations; weekly code reviews, mock-ups of portal skins for Websphere sites.

## Disciplines

### User Experience (UX)

Adobe XD, Figma, Balsamiq

### Graphic/Information Design

Adobe Photoshop, Illustrator, InDesign, QuarkXPress

### Front-End Engineering

HTML5, CSS3, SASS, PHP, Vanilla JS/Jquery, Marketing Cloud SQL, SublimeText, Flywheel, ScreamingFrog, Wordpress Episerver 10

### Online Platforms

Salesforce Marketing Cloud  
Constant Contact  
Blackbaud Luminare Online

### Skillsets

Creative Ideation, Brand Development, Business Process Mapping, Email Marketing, CMS Templating, Graphic Production and Presentation

## Education

Central Connecticut State University - B.A, Graphic Information Design, Printing

Blackbaud Certified, Luminare Online (bCLO)

Google UX Foundations

Currently pursuing Salesforce Certifications