

UX Designer
Brand Consultant
Creative Director

FAITH MCCORMICK

faith@futureperfect.is

706.313.6136

futureperfect.is

EXPERIENCE

ALLOY | February 2019 - Present | NYC

UX Consultant | Sr. Product Designer

Incorporate full UX research and design processes to create transformation tools for enterprise clients. Project work included, design studios with clients to define features and flow, usability testing, creative problem solving with developers to address unique business needs, UI design, creative direction, and project management. Designed data-management platform for a top 4 consulting firm.

AUUFU | October - November 2018 | NYC

UX Consultant • Scrum master

Utilized Agile and full UX research and design processes to create a file sharing platform for architects. Project design lead, ensured design consistency, timeline management, and all deliverables were well executed.

Future Perfect Design | September 2011–Present | NYC

Founder • Creative Director

Work with non-profits, corporations and small business startups as a design consultant and creative director, specializing in branding and UX design. Clients include: 100:cameras, ARK Investment Management, Center for Faith & Work, Help for Children, Hope for New York, the modern at MoMa, Noragh Analytics, Orbis International, Redeemer Presbyterian Church, Redeemer City to City, Richmond Rides

Alton Lane | September 2010-August 2011 | NYC

Director of Marketing

Developed visual and strategic direction for custom men's wear brand through online, interactive, collateral design and advertising. Managed customer engagement initiatives, directed and produced photoshoots, aided PR team with marketing needs. Developed consumer communication that increased online and in-store sales.

Redeemer Presbyterian Church | July 2009–September 2010 | NYC

Art Director

Managed web and collateral design for 30 departments, created website and collateral for a capital campaign that raised over \$19 million.

Hogshead Media | August 2007–2011, 2014 | NYC

Art Director

Book Design · Branding · Designed Book Cover, press kit and marketing materials for *Fascinate* and cover designs for *How the World Sees You*

JWT | May 2008–February 2009 | NYC

Art Director

Print and Digital design work for Rolex, Royal Caribbean, Sunsilk. Work included print campaigns, micro-site, and two brand guides.

Events of the Heart | July 2007–November 2007 | NYC

Art Director/Designer

Website Design for a non-profit.

Martha Stewart Living Omnimedia | 2002, 2007 | NYC

Art Director

Merchandising and Package design for Macy's ('07) |
Advertising Coordinator · Martha Stewart Everyday ('02)

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Meetup | Feb-March 2007 | NYC

Art Director/Designer

UI Design for branded platforms and personalized interfaces

Daylife | November 2006–May 2008 | NYC

Art Director/Designer

Designed Interactive, User Interfaces, branded content, site architecture on projects such as the World Economic Forum, NPR, Huffington Post, and Forbes.

Y&R | Summ 2005 | Irvine, CA

Art Director Intern

Worked on campaigns for Land Rover and Virgin America

Interior Design Magazine | June–August 2003 | NYC

Intern

Worked on projects in Marketing and Web Design, NEOcon,

SKILLS

Brand Development | UX Design | Design Strategy | Information Architecture | User Interface Design | Interaction Design | User Research | Personas | User Flows | Task Analysis | Ideation | Design Studio | Rapid Prototyping | Usability Testing | Visual Design | Collaboration | Client Management | Corporate Branding

EDUCATION

General Assembly 2018

User Experience Design Immersive

VCU Brandcenter 2006

M.S. in Branding and Art Direction

University of Virginia 2004

B.A. in Media Studies

AWARDS

New York Design Awards 2014

Finalist–ARK Investment Management
Logo design

New York Book Design Awards 2013

First place–Best Book Design, Poetry

Athena 2006

Silver–Land Rover

Richmond Show 2006

Student Competition

Gold–Land Rover

Gold–American Legacy Magazine

AAF College Competition 2004

1st Regionally, 2nd Nationally

Visit Florida Campaign