Sean McQueen

Digital Producer

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Strategic and results-driven digital content producer with a proven ability to conceptualize and deliver innovative, high-performing content across digital platforms. Spearheaded end-to-end creative processes—from ideation and prototyping to final execution—aligning content strategy with both user experience and business goals. Adept at leveraging design software and collaborating cross-functionally to launch impactful campaigns that drive engagement, conversions, and brand growth.

Experience

Digital Designer · Bethesda, MD - United States — May '21 - Present

- During my role over here, I conceptualized cost-cutting and revenue-generation ideas, leading to a 20% reduction in construction costs year over year.
- I also lead various administrative or operational activities for a startup XQ MSG, having main product QA (a browser-based highly encrypted messaging app).
- Generated detailed reporting on performance and reported directly to XQ's two co-founders (the main stakeholders)
- Designed, developed, and executed workflows for XQ Message's social content campaigns with a key focus on growth audiences, resulting in a 36 % increase in brand visibility on LinkedIn and Facebook, as well as a 62 % increase in leads and interest as of Q4 2021.

Wine & Spirits · Bethesda, MD - United States — August '24 - Present

- I've serve as a wine educator at District Winery and as facility coordinator at Benchmark Wine & Spirits, both in Washington, D.C.

Digital Marketing Designer · Bloomberg LP · New York, New York, United States — Jan '16 - Aug '21

- While working over here, I transformed flash-based Terminal Ad display system to an internally developed app.
- I also led the design and presentation of digital marketing visuals to showcase key client campaigns during monthly strategy meetings.
- In addition to this, I designed and initiated social media campaigns as well as external and internal corporate communications.
- Increased 30% targeted ad creation and 57% increase in revenue generation across all regions (LATAM, EMEA, APAC) in the first two-quarters of initiation, in collaboration with stakeholders to ensure timely completion of set milestones.

Digital Creative (Art Direction, Visual Design) · Freelance · NYC — May '15 - Jan '17

- Operating with an arsenal of digital design experience.
- Specializing in art direction and visual design for proven brands such as myBREO, Claritin, Jaguar, Anoro, Oppenheimer Funds and Coppertone.

Art Director · The Daily — Jan '10 - Mar '10

Digital Designer · HAVAS Worldwide - Tonic · 200 Hudson Street — Jan '10 - Jun '15

- During my role over here, I developed and implemented digital campaigns resources throughout campaign life cycles including clients Claritin, Jaguar, Breo COPD, and Dr. Scholls.
- Promoted UX principles and design practices within creative teams.
- Led Digital Design of Claritin's 2014 global digital campaign.

Web Designer· Dow Jones

Apr '08 - May '08

· Web design and development for online financial campaigns.

web designer· Bravo TV

Mar '08 - May '08

· Front-end site design for smash hit Bravo TV reality competition series.

Designer· Everyday Health, Inc

Jan '08 - Mar '09

· Digital Marketing and online advertisement

Web Developer· Atmosphere BBDO

Nov '07 - Jun '08

· Implementing web production and development for major online campaigns.

Education

Google User Experience via Coursera

Sep '23

User Experience Design

School of Visual Arts | Other

Graphic Design and Advertising

Skills

User-centered Design · Prototyping · wireframes · UX/UI Design · Design tools: Figma, Adobe Creative Suite · Visual Design · Branding & Identity · Problem Solving · Design critique · User Testing · Generative AI · large language models · A/B Testing · Design Systems · Component Libraries · Agile & Cross-functional Collaboration · Product Strategy & Roadmapping · Stakeholder Communication · AI-powered Design Workflows · Prompt engineering · AI-assisted prototyping · Conversion Optimization · Systems Thinking · Cross-Cultural Design Awareness
Adobe Experience Manager • EDS blocks •
 Universial Editor • Manages digital assets such as images, videos, and documents within Adobe Digital Asset Manager • Professional knowledge of HTML, CSS, JavaScript, and component–based authoring systems