

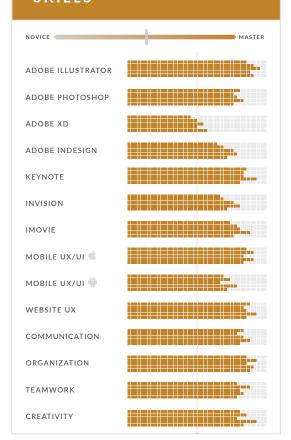
# DEVAN McCABE

# CONTACT 4832 NE 12th Avenue, Portland, Oregon 503-863-6994 hello@devanmccabe.com www.devanmccabe.com

# HELLO.

I am a graphic and user experience designer and strategist. Working in technology and building strong brands and experiences is my passion. After spending about 15 years working for multiple corporations I have spent the last 1.5 years intentionally working with smaller businesses around the world. Helping them to build a stronger online presence and a more powerful brand and user experience. I wanted to get back to the root of what fills my heart and inspires my creativity. Being apart of the growing small business community has allowed me to see pain points of entrepreneurs, and be able to help them discover avenues to allow them to grow and dive deep into what they really love in their business.

## **SKILLS**



#### **WORK HISTORY**

2016-PRESENT

NIMBI CREATIVE STUDIO

OWNER. MANAGER & LEAD DESIGNER

Work 1:1 with small business owners on developing a unique brand experience for their clients that makes them stand out in their industry while still following latest trends and technological advances. Focusing on a thoughtful user experience on their website while having a cohesive brand asthetic that dives into their full brand experience





- Helped build client engagement
   Featured expert in blogs on UX
   Speaker on UX in small business
   Mastermind Leader for UX & brand
   YouTube Channel for education
   Grew team
   Published in editorials for UX
   Small business expert in UX & brand

2017-PRESENT

TOGETHER EXPERIENCE

FOUNDER & LEADER

We believe that in educating, inspiring and supporting entrepreneurs in all industries & levels it allows them to feel empowered with the freedom to be a successful, self-em ployed business owner, achieving their goals and dreams with confidence and with a community supporting them in their

HIGHLIGHTS

- Held first live conference event

- Held first live conference event
   Monthly community meet-ups
   Featured & educational Blog
   Podcast
   Monthly Newsletters
   Social Media marketing
   Sponsorship & Event planning
   Community building and growth

2015 to 2016

NIKE, INC.

SENIOR LEAD UX/UL DESIGNER

Store Athlete Tools and Store Inventory Management mobile and web applications. Focused on the appearance of product, communications, and collateral materials. Used advanced skills to create original designs that appropriately reflect Nike's design ethos. Assisted with ideation, concept development, and Sprint Planning

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IGHTS

- Print Production & Presentations
- Live User research & testing
- Event & 3-D retail displays
   Define systems & imagery

- Virtual Prototyping
  Collateral materials
  UX Guidelines & Specifications
- FBAY. INC. LEAD UX & UI DESIGNER 2010 to 2015

Created + defined UX/UI patterns for the New eBay experiences. Worked alongside domain designers, Developers and PM's to ensure their work was keeping up with the patterns our team had created as well as Google standards. Projects included complete redesign of eBay app on all platforms including web, while developing a user on-boarding experience to help guide users through these changes.



RedLaser App (Android Lead & iOS)

- eBay Innovators Collective(Le
   eBay logo rebrand
- eBay App (Android and iOS)
- Philadelphia Flyers Official App(Lead)
- eBay site Favicon Designer Spot Award Receiver

CRITICAL PATH SOFTWARE

LEAD GRAPHIC & UL DESIGNER

Lead Graphic Designer for internal marketing, logo rebranding and redesign of the company website. Lead User Interface Designer for computer software (PrintShop, Mavis Beacon Teaches Typing, Nick Jr. PrintShop) and mobile apps, such as eBav and Red Laser.





Graphic reconstruction (@2x) Executive presentations Print design
 Early mobile app UI design

#### **HOBBIES**



NETWORKING & COMMUNITY BUILDING



COOKING, BAKING & ENJOYING LOCAL RESTAURANTS



CREATING ART. DRAWING. CRAFTING & DESIGNING



TRAVELING WITH FRIENDS & FAMILY, VISITING NEW PLACES.

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## **EDUCATION**

2008	PACIFIC NORTHWEST COLLEGE OF ART	BFA COMMUNICATION DESIGN
2005	LINN-BENTON COMMUNITY COLLEGE	AAS GRAPHIC DESIGN
2005	LINN-BENTON COMMUNITY COLLEGE	DIGITAL IMAGING & TECHNOLOGY

