



**Sean Barclay** is a proven **Creative Director, Manager, Designer, UXer, Front-End Developer** and **Motion Graphic Artist** based out of San Francisco, California. He studied graphic design and technology at the Rochester Institute of Technology (RIT), where he explored print, interactivity, and animation. At his core, Sean is an experimenter, constantly tinkering, learning, and growing. His focus is interactive software, typography, generative art, motion graphics, mobile and gestural technology. He blends the worlds of advanced technology and interactive design to create new engaging experiences that help users remember and embrace as they interact.

Currently, **Sean** is the **Interactive Creative Director** and founding member of **IBM Blockchain**. There he leads a team of designers, researchers, animators, and storytellers, who are all collaborating daily to build the next great product platform for **IBM**.



## WORK EXPERIENCE

### IBM Blockchain

Interactive Creative Director

Jun. '15 – Present

#### Current Role

- Founding member of IBM Blockchain (the fastest emerging business unit to become a division in IBM).
- Founding member of the Hyperledger Project, the fastest growing open source project ever for the Linux Foundation (**13** Premier members, **108** corporate members, **260%** growth in 2016, **1.8K** Stars on GitHub).
- Provide creative direction and design leadership for the entire business unit (Product, Solution, and Marketing) as well as Hyperledger Fabric, IBM's contribution to the Hyperledger Project.
- Lead and facilitate IBM Design Thinking workshops for internal projects as well as client engagements.
- Hire, manage, mentor, and direct a distributed, multi-discipline design team. Locations: SF, RTP, and Hursley, UK.

### Clouant/IBM Clouant

Director, UX

Oct. '12 – Jun. '15

#### Key Achievements

##### Dotcom Redesign

- Acted as a hybrid lead on design and front-end development.
- Used the project as a catalyst to create the current brand and visual design language.
- Leveraged data analytics (Google, Kiss Metrics, CrazyEggs, and Pardot) to make better informed design strategies and decisions, but also help sales and marketing with lead generation.
- Incorporated responsive web design principles and development methods to allow the site to load and perform efficiently, as well as conform to any device browser.

##### Dashboard Redesign

- Worked with a distributed team (BOS, SEA, RTP, NYC, Bristol, UK Cape Horn, South Africa, and Vancouver, CA) to redesign and refactor the legacy dashboard.
- Tasked with the dual responsibilities of design (wireframes, documentation, sketches, Photoshop comps) and front-end development (Backbone.js, React.js and LESS).
- Designed and co-developed the application to be modular and extendable. The application framework was developed for the Apache CouchDB open-source community for managing CouchDB NoSQL databases. Clouant specific branding, features and functionality (e.g. Clouant Search, Support & Account) were developed as specific add-on modules.

### Charles Schwab

Sr. Creative Services Manager/ Team Lead

Sr. Art Director (Contract)

Jun. '11 – Oct. '12

Mar. '11 – Jun. '11

#### Key Achievements

##### WSJ iPad Advertisement

- Led the team that built a mobile web application promoting Schwab's expertise in the financial sector.
- Implemented Responsive Web Design (RWD) techniques to allow the application to respond to iPad orientation changes as well as various browser types and sizes.
- Leveraged Backbone.js as a framework to manage the content views asynchronously. Underscore.js was used for dynamic web template views.



## WORK EXPERIENCE (cont.)

---

### **Facebook IPO**

- Provided guidance and technical strategies to the Creative, Internal Marketing and Investor Service teams on how to help Facebook employees leverage Schwab and its resources for the IPO.

### **Schwab.com**

- Brought in to help the creative team finalize and release the redesign for Schwab.com
- Helped the technology and publishing teams to optimize the homepage (code, graphics, etc.), making it the #1 loading financial services homepage according to keynote load testing.

### **Isobar/Molecular**

**Sr. Designer / Sr. Flash Developer / Sr. Interface Architect**

**Oct. '07 – Nov. '10**

#### **Key Achievements**

##### **adidas Fans of the World Cup 2010**

- Led the development team that successfully executed a social media campaign that allowed US soccer fans to show their support for the US World Cup Soccer team.
- Architected a modular, flexible and dynamic Flash based application using the PureMVC AS3 framework. This allowed for updated content features to be added before, during and after the event.
- Collaborated with the client and the production studio to efficiently stream videos over Akamai.
- Enabled the application to capture valuable data analytics for adidas that helped them to measure ROI. For example the ESPN.com homepage banner campaign along helped to attract over **200K** hits to the site in the first week. **70K** likes on were captured on Facebook.

##### **Reebok.com**

- Inherited the lead responsibility for the Flash Development team on the Reebok Digital Platform, an all Flash based e-commerce platform that serviced 31 countries worldwide.
- Hired and managed a team of Flash Developers to work on key new features and maintenance.
- Provided guidance in the development of APIs for applications such as Reebok custom and Reebok women.
- Strategized new features and enhancements with the creative, user experience and engineering teams.
- Consulted and recommended design and development strategies for a turning the platform from an all Flash based application, to a modern hybrid HTML site.
- Collaborated with multiple Isobar branches (Glue, Mindblossum, and De-construct) as well as 3rd parties (Arvato, Fluid, and Carat) on new features and microsites.

##### **adidas miCoach**

- Filled a hybrid role to help both the creative and engineering teams successfully launch the first iteration of the powerful online coaching platform.
- Provided creative leadership on the initiative to enhance the overall user experience as well as modify the design to better accommodate additional future localizations and rich media features.

### **Weymouth Design**

**Lead Sr. Interactive Designer**

**Jun. '04 – Oct. '07**

### **Foster Design Group**

**Interactive / Print Designer**

**Jul. '01 – Jun. '04**



## SKILLS

### User Experience

- Skilled in facilitating, teaching, and implementing Design Thinking, and Lean UX into projects.
- Extensive knowledge of best practices in information architecture, visual design, usability testing, user research, & accessibility.
- Advanced expertise in the latest creative software (Illustrator, InDesign, Omnigraffle, Photoshop, Sketch, After Effects, Cinema 4D, Premiere).

### Creative Direction

- Proficient in conceptualizing, coordinating and directing photo & video productions.
- Competence in creating brand studies and styles guides

### Project Management

- Capable of hiring, leading, and mentoring teams of designers, researchers, developers and copywriters.
- Proficient with writing estimates, proposals, wireframes, flow charts, and project timelines.

## SPEAKING

- London FinTech Week Hackathon (2015)
- IBM InterConnect (2016)
- The Blockchain Fintech Summit (2017)
- Developer Week (2017)
- After the Bell: Drilling Down the Blockchain (2017)

## CLIENT LIST

adidas  
Avaya  
Barclays  
Biogen Idec  
BlackRock

Charles Schwab  
Dolby  
E\*Trade  
Emirates  
Harvard

Genentech  
Intel  
Netgear  
Northwestern Mutual  
O'Neill

Philips  
Reebok  
RSA Security  
Samsung  
Walmart

## EDUCATION

Rochester Institute Of Technology  
B.F.A. Graphic Design & Assoc. Industrial Design, 2001  
Minor in Economics

### Development

- Technical Leadership and management.
- Functional / Technical Documentation.
- OOP & Design Patterns (MVC, Singleton, Mediator, etc).
- Client Side Coding (CSS3/LESS/SASS, HTML5).
- Databases (Cloudant/CouchDB NoSQL and MySQL)
- Javascript Libraries (Angular 1+2, Backbone, D3, Grunt, jQuery, Velocity.js).
- Server-side (base understanding of Node.js and PHP).
- Responsive Web Libraries (Bootstrap)
- Mobile Frameworks (base understanding of Swift).
- Analytics tracking (Double Click, CrazyEggs, Google, HBX, Kiss Metrics, & Hotjar).
- Source Control (GIT).
- SEO and Accessibility standards
- Agile Development

## MENTORSHIP

- AIGA D-Talk (2012)
- Cascade SF Portfolio Review (2015)
- Money 20/20 Hackathon (2015)
- Hyperledger Hackfest (2016)

## AWARDS + PUBLICATIONS

AR 100 Black Book, Awwwards, CSS Design Awards, Graphic Design USA, Graphis, MITX, .NET, PDN, Print, Rebrand 100, Design Taxi, Webby, W3, and more.