

# MICHAEL GALLAY

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## EXPERIENCE

### **mcgarrybowen, New York**

**Sep 2012 – Nov 2016**

#### **ASSOCIATE DIRECTOR OF TECHNOLOGY** (Jul 2015)

- Managed all front-end production and QA for the New York office.
- Facilitated collaboration and communication between the creative, production and technology teams while working on simultaneous projects.
- Contributed creative and technological solutions across various media for existing clients.
- Encouraged curiosity and experimentation with all types of technology which improved team dynamics, collaboration and produced cutting-edge VR and browser prototypes.
- Created and presented multiple courses on behalf of our internal education department that outlined the digital production landscape and upcoming trends.
- Organized and led multiple brainstorming sessions for pitches that resulted in new business wins for the company.

#### **TECHNOLOGY LEAD / SENIOR TECHNOLOGY LEAD** (Sep 2012 / Feb 2014)

- Supervised the user experience, technical design, and development for Fortune 100 properties across multiple promotional, seasonal, and social platforms.
- Led and managed day-to-day and career development for 10+ developers.
- Created technical specifications documents that aligned with both internal team goals and client expectations.
- Partnered with internal and client-side teams to define the user experience and identify any technical risks or limitations.

### **JWT, New York**

**Jan 2002 – Sep 2004**

#### **DESIGNER / ART DIRECTOR**

- Created custom illustrations, designs and animations for interactive, multi-media projects including websites, banners and kiosks.

### **Multiple Locations, New York**

**Oct 1999 – Present**

#### **DESIGNER / ART DIRECTOR / ANIMATOR / DEVELOPER**

- Worked directly with clients or as a manager/lead-developer in the agency environment.
- Created websites, online banners, videos, animations, pitch decks, statements of work, project timelines and costs for dozens of Fortune 100 companies.
- *Clients:* Sephora, Kenneth Cole, Macy's, Derek Lam, Coca-Cola, Equinox, Ad Council, Broadway Video, American Express, Sharp
- *Agencies:* DDB, Grey, Euro RSCG, JWT, Agency.com, mcgarrybowen

## SKILLS

HTML5 • CSS3 • PHP • JavaScript • jQuery • LAMP • Responsive Web Design • Wordpress  
Illustration • Design • Animation • Online Ads • Adobe Creative Suite • Site Debugging  
Pre-processing and automation • ADA Compliance • Arduino • Node.js • React • Angular

## HIGHLIGHTS

### **LEFT AND RIGHT BRAIN**

I can act as the bridge between creative and technology teams. I speak both languages and have the ability to communicate with and advise each side equally.

### **DECADES OF EXPERIENCE**

I have a proven track record and can efficiently navigate through an existing code base or create one from scratch in a management or development role.

### **DESIGN & ANIMATION**

I believe that a developer's job is not simply writing the code that produces the desired results, but requires adding nuances that can enhance and even define the user experience.

### **CONSTANTLY EVOLVING**

I continually experiment with new technologies such as VR, IoT, and the capabilities of the modern browser to expand what I know and better understand the potential of what is to come.

## STRENGTHS

**Team Building & Leadership**

**Problem Solving**

**Written & Verbal Communication**

**Grace under pressure**

## EDUCATION

### **M.S, DIGITAL IMAGING & DESIGN**

New York University – 2006

### **B.S, ENVIRONMENTAL RESOURCE MANAGEMENT**

Penn State University – 1998