

# CHRIS MACKAY

YOUR FRIENDLY DIGITAL SPECIALIST

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## ACADEMIC BACKGROUND

### James Cook University

2007

BA Industrial Design

(Major: Communication Design)

## TALENT & SKILLS

- UX design & research
- Customer experience strategy
- Accessibility & responsive design
- Technical consultancy
- Project leadership
- Stakeholder engagement
- Graphic & brand design
- Social media strategy.

## TOOLS

- **Design:** Figma, Adobe Creative Suite, UXPressia
- **Development:** HTML, CSS, JS, React, PHP, Python, Flutter, Git
- **CMS:** Squiz Matrix, Drupal, WordPress, SharePoint
- **Platforms:** Jira, Confluence, Bitbucket, GitHub, PowerBI.

## PERSONAL INTERESTS

- User-centered design
- Digital strategy
- Visual storytelling
- Accessibility & UX
- Emerging tech

## PROFILE

I'm a results-driven Digital Specialist with a background in Full-Stack Development, UX, Digital Strategy, and Graphic Design. I have extensive experience in technical consultancy, project management, and stakeholder engagement, particularly across government and enterprise projects. I'm passionate about aligning digital strategies with organisational goals, enhancing user experiences, and delivering visually compelling, high-impact solutions.

## WORK EXPERIENCE

FREELANCER

### Graphic designer, website developer & digital strategist

2007 - Present

- Designed and built responsive, user-friendly websites tailored to client needs, with a strong focus on performance, accessibility, and modern UX.
- Advised clients on digital strategy to improve online presence, engagement, and user experience across platforms.
- Created visual assets including branding, marketing collateral, and UI designs that aligned with business goals and audience needs.
- Planned and delivered content strategies that enhanced reach, usability, and impact across digital channels.
- Led projects from concept through to launch, working closely with clients and stakeholders to deliver outcomes that met both user and business needs.

## CERTIFICATIONS & COURSES

- Google UX Design Course (Coursera, 2022)
- Management Skills Training for New & Experienced Managers (Udemy, 2022)
- Data Analytics (RMIT Online, 2021)
- Digital Transformation & Machine Learning (Simplilearn, 2021)
- Python for Data Analysis & Programming (Coder Academy, 2020)
- Build Native iOS & Android Apps with Flutter (NobleProg, 2019)
- REST API Automation (Coder Academy, 2018)
- Master in JSON (Udemy, 2018)

## EXTRACURRICULAR & COMMUNITY INVOLVEMENT

- Annual web developers bootcamp (2021-2024)
- Annual drupal bootcamp (2019-2023)
- Great Cycle Challenge Australia. Fundraising for Children's Medical Research Institute. (5 consecutive years)
- Passionate hiker, judoka (judo) and mountain biker.

## MANAGER - FRONTEND DESIGN

### Department of Corporate and Digital Development, Northern Territory Government

2020 - 2025

- Led the development of the NTGov Design System, ensuring modern standards and enhanced user experiences.
- Collaborated with stakeholders to identify digital channel needs, driving
- customer-centric solutions and continuous improvements.
- Managed agile projects, delivering solutions aligned with government objectives.
- Mentored and guided a team of developers, supporting all government agencies and multiple campaign sites.
- Developed and maintained high-quality, reusable code with a focus on usability, security, and accessibility.
- Designed and tested user-friendly prototypes and assets using Adobe XD/Figma, ensuring alignment with modern design standards.
- Created content strategies that enhanced user experiences while aligning with customer needs.

## SENIOR FRONTEND DEVELOPER & UX SPECIALIST

### Department of Corporate and Digital Development, Northern Territory Government

2018 - 2020

- Delivered front-end solutions to enhance NTG's digital presence.
- Wrote reusable, secure, and accessible code.
- Designed user journeys and wireframes to improve UX.
- Conducted user research and usability testing.
- Built strong stakeholder relationships through collaboration.
- Led development of campaign and microsites to boost engagement.
- Applied quality and accessibility standards across all outputs.

## REFERENCES

### **Lisa Sennett (LJ)**

Director of Communications and Media, Department of the Chief Minister and Cabinet

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Email: lisa.sennett@nt.gov.au

### **Joel Carter**

Communications Manager,  
Department of Corporate and Digital Development

Phone: 08 8999 1788

Email: joel.carter@nt.gov.au

### **Vanessa Madrill (Ness)**

Digital Content Manager,  
Department of Corporate and Digital Development

Phone: 08 8999 1788

Email: vanessa.madrill@nt.gov.au

### **Bradley Fong (Brad)**

Head coach and sensei  
Marrara Judo club, and Judo NT

Mobile: 0419 829 822

SENIOR WEB MANAGER & COMMUNICATIONS OFFICER

### **Department of Territory Families, Northern Territory Government**

2018 - 2020

- Advised on strategy for government websites, intranets, extranets, and campaign sites.
- Led UX research, including personas and user journey mapping, to inform design.
- Designed, built, and tested prototypes to validate concepts and improve usability.
- Managed digital transformation projects, aligning content with user needs and government goals.
- Facilitated workshops on UX, content design, and accessibility for teams and stakeholders.
- Developed communication strategies to support digital initiatives and drive engagement.
- Created visual assets and branding for web, social media, and marketing campaigns.
- Delivered social media content and analytics to support public messaging and outreach.

COMMUNICATIONS & WEB MANAGER

### **Department of Health, Northern Territory Government**

2009 - 2018

- Led communication strategies, ensuring brand consistency across digital, print, and video media.
- Designed visual assets for web, social media, publications, video projects, and marketing campaigns.
- Delivered end-to-end video production, from concept and scripting to editing and final delivery.
- Managed website maintenance with a focus on usability, accessibility, and user engagement.
- Oversaw internal and external communications, including newsletters, reports, and stakeholder updates.
- Used analytics and user feedback to refine content strategies and enhance digital experiences.