

# Hank McAfee

PRODUCT DESIGNER · GAINESVILLE, FL

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hankmcafee.com

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## EXPERIENCE

### Lead Product Designer 2020 – Present

INFOTECH · GAINESVILLE, FL

- Reimagined internal Design System UI and UX working hand-in-hand with frontend engineers
- Redesigned critical user workflows including onboarding, identity verification, upgrade/downgrade, settings, and role-based dashboards
- Led UX for new product applications leveraging updated design patterns and Causeway components
- Partnered with front-end engineering team to bridge design and implementation across the full product suite
- Drove organizational alignment on design standards, component usage, and cross-product consistency

### Associate Publisher & Creative Director 1999 – 2020

TOWER PUBLICATIONS, INC. · GAINESVILLE, FL

- Voice of design across the company's full suite of print and digital publications
- Defined and executed brand strategy, editorial design, advertising design, and product identity
- Mentored design staff; managed vendor relationships, production schedules, and asset systems

### Graphic Designer 1998 – 1999

SCRIPPS-HOWARD NEWSPAPERS (THE STUART NEWS)

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## PROFESSIONAL AFFILIATIONS

### Conference Committee & 2019 Chairman 2015 – 2020

ASSOCIATION OF FREE COMMUNITY PUBLICATIONS (AFCP)

Conference Chairman (Las Vegas, 2019), Trade Show Chairman (Baltimore, 2018), Awards Show Chairman (Louisville, 2017).

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## DESIGN SKILLS

Design systems UI / UX  
Interaction design Brand identity  
Editorial design Print production  
Design leadership

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## TOOLS & TECHNOLOGY

Figma Tailwind CSS  
Web Components  
HTML / CSS / JS  
Adobe Creative Suite  
AI prototyping

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## EDUCATION

### Florida School of the Arts

GRAPHIC DESIGN · 1996–1997

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## AWARDS

ADDY, AFCP, SAPA, IFPA, CPF

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## COMMUNITY

### Marketing & Fundraising Committee

HUMANE SOCIETY OF NORTH CENTRAL FL · 2016–PRESENT

Brand identity, collateral design, and event sponsorship support.

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## PORTFOLIO

[hankmcafee.com](http://hankmcafee.com)