

Megan McDonald

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Objective: As a User Interface Designer I want to solve problems for users of consumer-facing web applications (social networks, travel companies and consumer tools) in corporate or non-profit organizations.

Expertise: As a User Interface/Experience Designer, I specialize in solving problems for both users and businesses through the use of research, data, best practices and standards. I bring with me over nine years of experience at small to large companies and non-profits. I am experienced in Agile/Scrum methodologies, Site Catalyst and Visual Design. A strong communicator, I work closely with Product Management and other business partners.

Employment History:

Walmart Global eCommerce, San Francisco, CA **2008-present**

User Experience – Sr. Information Architect & UX Lead

Collaborate closely with Product and Project Managers, cross functional partners and indirectly manage copy and design resources on projects. Responsible for writing User Experience specifications, coordinating with Customer Insights group for usability testing, presenting solutions to the User Experience Leadership and tracking post-release follow up.

- Cross-channel: Improved in-store process via on-site communications.
- Localization: created global ecommerce site as part of the Walmart family.
- Services: improved communication across photo and pharmacy products.

PayPal, an eBay Company, San Jose, CA **2008**

User Interaction Designer

Collaborated closely with Product Managers, communicated with cross functional partners, wrote User Experience specifications, presented to the Executive Design Committee and conducted post-release follow up. Evaluated and completed projects within the consumer facing Self-Help Center and some contextual projects across the site.

- Reduced call center contacts via phone and email.
- Lowered projected headcount for 2009
- Impacted call center costs by increasing cost savings

Reunion.com, Los Angeles, CA **2006 – 2008**

Lead UE Designer, Email & Operations Teams

Led design initiatives on Email team and a strategic short-cycle Operations team across all verticals.

- Increased membership signups with a redesign of signup form
- Grew Email Subscription Revenue/100K sends

- Heightened engagement by redesigning our core email products
- Introduced Progress Meter which increased engagement across all KPIs
- Added significant revenue as a result of an online check processing project
- Enhanced engagement of photo product

360i, LLC, New York, NY

2005

Senior Designer

Implemented design strategies across a variety of business functions.

- Supported a growing Sales Team with Fortune 500 clients by providing sales collateral
- Created concepts and designs for new web applications, tools and sites
- Re-branded corporate collateral (logo, website, etc) as a result of a merger
- Provided websites and ad banner campaigns for clients

Consultant, New York, NY

2002-2005

Worked with corporate, small business, non-profit and business development organizations to create web solutions. Interface Design, navigation, flow and consistent branding were primary focuses of design process.

Clients: TheStreet.com, Tiffany & Co., Inside Higher Ed, Manhattan Kayak Company, Friends of Hudson River Park, JC Special Improvements District, DeltaThree.com.

Reuters, New York, NY

2000-2002

Graphic User Interface Designer

Completed localized customizations of financial risk management applications for banking clients.

JK Design, Atlanta, GA

1999

Web Developer/Jr. Designer, Contract

Collaborated with Senior Designers and clients, created sub-page designs, developed websites.

NIIT, Atlanta, GA

1998-1999

Web Designer, Contract

Maintained two corporate websites, prepared graphics, conducted backups, created partner sites.

Education: Bachelors of Arts & Sciences, Cornell University; Masters of Arts, University of Alabama; Professional Education courses, Parsons Design School, Santa Monica College, West Los Angeles College

Software Knowledge: Adobe CS3 Suite; Visio, HTML; CSS; some JavaScript; Macromedia 8 Suite; both Mac and PC platforms, Visio, Omniture Site Catalyst and other site reporting tools.

Other Skills: Data Driven Decision Making, Strategic Thinking, Use of Standards/Best Practices, Visual Design/Branding, Excellent Communication Skills, Agile/Scrum/XP/Waterfall Methods, Ability to work w/Remote Teams, Presentation Skills

REFERENCES PROVIDED UPON REQUEST