

strategy

leadership

code

info architecture

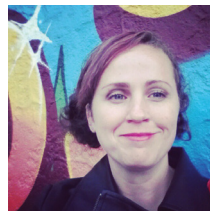
design

ideation

research

# Meg McDonald

310.848.4046



As a consumer User Experience Designer, I specialize in solving problems for users with research & best practices. I bring with me over 12 years of experience from small agile teams to large complex ones. I have a a deep passion for multi-channel, travel, social, cultural and educational experiences. I want to be known for my sketching, user mapping & story telling skills.

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[megan@designbymegan.com](mailto:megan@designbymegan.com)

## present

### Google, Ads-UX > interaction designer

Search ads, AdWords help center, agency tools, sales relationship tools

**Skills used:** strategy, leadership, information architecture, design, ideation, research

2011

### Walmart.com, Global-UX > ia & ux lead

Multi-channel, photo, online grocery

**Skills used:** strategy, leadership, information architecture, ideation, research

2009

### PayPal, Global-Ops UX > interaction designer

Intelligent chat, personalization, customer service support, account settings

**Skills used:** information architecture, design (web), research

2008

### Reunion.com, UX > designer & ux lead

Email campaigns, strategic projects, payments, subscription leads

**Skills used:** strategy, leadership, code, design (web), ideation, research

2006

### 360i, Design > designer

Corporate branding, search, shopping

**Skills used:** code, design (print & web), ideation

2005

# Meg McDonald

310.848.4046

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2005

## Various Companies > consultant

Publishing, adventure sport, e-commerce (luxury), education, non-profit, voip. Clients included TheStreet.com, Tiffany & Co., Inside Higher Ed, Manhattan Kayak Company, Friends of Hudson River Park, JC Special Improvements District, DeltaThree.com

**Skills used:** strategy, leadership, code, information architecture, design, ideation, research

2002

## Reuters America > graphic user interface designer

Localized financial risk management web-ware

**Skills used:** some code, design (web)

2000

## JK Design > web producer

Pharmaceutical, industrial lighting

**Skills used:** code, design (web)

1999

## NIIT, Marketing > web producer, contract

Educational and testing materials

**Skills used:** code, design (infographics & web)

1997

## University of Alabama > Master of Arts

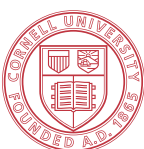
Telecommunications (New media), with publication

1994

## Cornell University > Bachelor of Arts

Film, Theatre & Dance

**PARSONS**  
THE NEW SCHOOL  
FOR DESIGN



Cornell University

THE UNIVERSITY OF  
**ALABAMA**

