

CONTACT

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Ithaca, NY

310.848.4046

SKILLS

PRODUCT DESIGN & UX

Strategy/Ideation, Interaction Design, Information Architecture, Responsive Design, Usability Testing

COLLABORATION & DELIVERY

Cross-Functional Collaboration, Stakeholder Facilitation, Requirements Definition, Design Reviews, Presentation & Communication, Agile, Scrum or longer Product Life Cycles

TOOLS & TECHNOLOGIES

Adobe Creative Suite, Affinity, Axure, Omnigraffle, HTML/CSS, WordPress, Google Analytics, Figma, Sketch, AI-Related Assistants to improve workflow

EDUCATION

Cornell University (BA)

University of Alabama (MA)

Parsons Design School and Santa

Monica College (Continuing

Education)



THE UNIVERSITY OF ALABAMA College of Communication & Information Sciences

THE NEW SCHOOL PARSONS



OTHER EXPERIENCE

COMPANIES

Reunion.com

360i

Thomson Reuters

JK Design

NIIT

ROLES

Lead UX Designer

Senior Visual Designer

Visual Design & Coding

Consultant

GUI Designer

FREELANCE CLIENTS

JuJu

Manzama

ToTango

Vlocity

S&B Precisions Machines

Impossible Sensing

Tiffany & Co

Friends of Hudson River Park

SERVICES

User Stories

UX Audits

Visual Design

Information Architecture

Interaction Design

Lightweight Coding

Wordpress Management

User Research

Prototyping

(details available upon request)

Megan McDonald

Senior Product Designer | UX Consultant | Remote

With 20+ years of design experience in enterprise, e-commerce and nonprofit across the spectrum of User Experience, I am well positioned to lead end-to-end projects or ownership of the UX/Product portion. **I am seeking remote contract or full-time senior Individual Contributor roles.**

Independent UX & Product Design Consultant

Remote (Various Clients) | 2019-Present

Provide full-cycle UX Design services for small business and non-profits

Preschool marketing website: owned information architecture, interaction design, visual design, and content updates through WordPress and connections to support apps, as well as SEO

Leadership: Partner directly with other organizational leadership to define goals, conduct audits, prioritize requirements, and translate needs into practical, maintainable design solutions

Aria Systems, Senior Product Designer (UX)

Remote (San Francisco & Philadelphia) | 2014-2018

Partnered with Engineering to solve customer UI/UX issues

Projects included: Financial workflow, page-level interactions (dashboards and forms) and new UI initiatives focused on reporting interfaces

Deliverables: Produced annotated mockups for handoff to engineering on the daily as well as research, iterative wireframes and high fidelity visual designs for discovery phase on new UI work

Google, Inc., Senior Product Designer (UX)

Mountain View and San Francisco, CA | 2011-2014

Partnered with PM and Engineering to solve internal/external user problems

Projects: Ad formats, CRM systems and Global Help Center initiatives

Deliverables: Mockups and Visual Design, User Research, Wireframes, Specifications and Annotations and acceptance testing

Team Skills: Alignment with business requirements, cross team and cross functional design reviews to ensure consistency/quality across products, lead user research on small projects, performed acceptance testing to confirm design quality

Wins: Improved the AdWords Help Center using customer feedback and usability insights, contributed to new ad formats by aligning business requirements with user needs

Walmart Global eCommerce, Senior Product Designer & UX Lead

San Francisco, CA | 2008-2011

Designed and improved online and cross-channel customer experiences

Projects: Online Grocery Pickup/Delivery, "Site to Store" Fedex Delivery, Product Pages Bundles), and others

Deliverables: Wireframes, Rapid Prototypes, UX Requirements and Specifications, Post-release outcomes

Team Skills: Cross-partner collaboration during Kickoff, Ideation, Refinement and Execution (acceptance testing), Design reviews with executive partners, remote support for teams in China

UX Lead Grocery: Led strategy, coordinating across digital and physical retail touch-points, managing team members responsible for copy, visual design and information architecture, taking point on high level discussions with business owners and product team

Wins: Improved customer selection flow with a search/filter re-design; improved the easy and speed of checkout by adding guest flow; launched Online Grocery with Pickup, improved in-store Kiosk experience for Walmart Photos, integrated Product pages with Facebook

PayPal, Product Designer (UX)

San Jose, CA | 2008

Reduced support burden and improved issue resolution for customers and customer service reps

Projects: Help Center, AI-Customer Service Chat, 2nd Factor Authentication

Help Center Project: Led the redesign of help center, using CS team metrics

Team Skills: Worked remotely with teams in TX, Iowa and India to provide UX support, feedback and critiques of solutions, gave skills based presentations to small and large groups, participated in User Research sessions

Wins: Reduced call center volume and improved self-service success rates, Launched first version of "Roz", an early AI Customer Service Chat

REFERENCES PROVIDED UPON REQUEST