



# Megan McDonald

Product and UX Designer · Remote · Fractional

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With 20+ years of experience across enterprise, e-commerce, and nonprofit, I deliver end-to-end UX and product design—from strategy and research to high-fidelity visuals and clean handoffs. I bring a practical, user-centered approach to complex problems and thrive where clarity, usability, and real-world constraints matter.

**Currently Seeking Remote Fractional IC Roles.**

**Design that  
tells *your story.***

I enjoy working directly with companies and individuals who want to make their brands stand out by focusing on their users' needs and experiences.

UX Strategy · Interaction Design · Information Architecture · Visual Design · Research · HTML/CSS

## SKILLS & SERVICES

### UX & Product

Strategy  
Interaction Design  
Information Architecture  
Research & Prototyping  
Visual Design  
User Stories  
Coding  
Audits

### Collaboration & Delivery

Cross-Functional Collaboration  
Stakeholder Facilitation  
Requirements Definition  
Design Reviews  
Agile & Scrum

### Tools & Technologies

Adobe CC, Affinity, Sketch, Axure,  
Omnigraffle, HTML/CSS, Figma,  
WordPress, Google Analytics

## OTHER FULL-TIME COMPANIES

**Reunion.com** (2006-2007)

**360i** (2005)

**Thomson Reuters** (1999-2002)

**JK Design** (Contract, 1999)

**NIIT** (1998-1999)

## FREELANCE CLIENTS

**2014:** JuJu, Manzama, ToTango,  
Vlocity

**2024-2025**

S&B Precision Machines,  
Impossible Sensing,

**2002-2004**

Tiffany & Co.,  
Friends of Hudson River Park

## EDUCATION

**BA**—1994, Cornell University

**MA**—1997, University of Alabama

**Continuing Education**—2005 &  
2007, Parsons Design School and  
Santa Monica College

## WORK HISTORY

### Independent UX & Product Consultant

UX & Product Design Consultant | Remote (Various Clients) | 2019-Present

Full-cycle UX Design services for small businesses and nonprofits.

- **Preschool marketing site:** owned IA, interaction design, visual design, and content via WordPress, including SEO.
- **Others:** Partner directly with organizational leadership to define goals, conduct audits, and translate needs into practical, maintainable design solutions.

### Aria Systems

Senior Product Designer (UX) | Remote SF & Philadelphia | 2014-2018

Resolved customer UI/UX issues for financial products.

- **Projects:** Workflows, dashboards and forms, reporting interface initiatives.
- **Deliverables:** Daily annotated mockups for engineering handoff; iterative wireframes and designs for discovery phase of re-design initiative.

### Google, Inc.

Senior Product Designer (UX) | Mountain View & SF, CA | 2011-2014

Practiced UX across Ad formats, CRM systems, and the Global Help Center.

- **Wins:** Improved AdWords Help Center using customer feedback and usability insights; contributed to new ad format launches.
- **Leadership:** Led reviews and managed an agency relationship.

### 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 Page Bundles.
- **Wins:** Launched Online Grocery with Pickup; search/filter redesign; Walmart Photos kiosk improvements; Facebook integration on product pages.
- **Leadership:** As UX Lead, I led strategy across digital and physical retail touch-points, managing Content and Localization, Visual Design, and Information Architecture team members. Led review meetings with executive teams.

### PayPal

Product Designer (UX) | San Jose, CA | 2008

Reduced support burden and improved issue resolution for CS reps.

- **Projects:** Help Center redesign, AI Customer Service Chat, 2nd Factor Authentication.
- **Wins:** Reduced call center volume, improved self-service success rates, and launched "Roz," an early AI-powered Customer Service Chat.
- **Leadership:** Led presentations at department and team level meetings on communications and collaborations.

**MORE EXPERIENCE LISTED ON THE LEFT  
REFERENCES PROVIDED UPON REQUEST**