CONTACT

megan@designbymegan.com
Ithaca, NY

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)

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 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 presentions 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