



 Megan McGregor  724-880-1774  Megan@DesignPGH.com  Pittsburgh, PA

Summary

Research

I have experience with the following research techniques and deliverables: personas, journey maps, use cases, surveys, observations, user and stakeholder interviews, contextual inquiry, heuristic reviews, and SEO audits.

Brainstorming

I have lead, created, and participated in interactive brainstorming sessions with project stakeholders. I have also been trained as a UX facilitator for event storming by VMWare's Pivotal team.

Strategy

I have engaged a design thinking process to drive brand, marketing, and experience strategy through my work with over 100 unique clients.

Design

I have experience creating the following design deliverables: site maps, process and system flows, wireframes, low to high fidelity prototypes for responsive applications and websites, data visualization, design systems, pattern libraries, style guides, digital marketing graphics, branding, slide decks, animated SVGs, and print materials.

Testing

I have facilitated and attended usability testing at an enterprise level to test full applications, new features, accessibility requirements, and competing solutions. I have compiled test reports with results and recommendations, which I then presented to business members and developers.

Development

My front-end development includes coding from responsive designs from scratch as well as using tools such as Wordpress, Bootstrap, and Angular Material. I have also worked with developers to provide specifications, alternative solutions, and code snippets. I have been a part of a Scrum team in an Agile environment and participated in training for story writing, Kanban, and Agile best practices.

Work Experience

Freelance UI/UX Design and Front-End Development (January 2013 – Present)

I have over 9 years of experience helping clients show-off who they are both in print and digitally. I leverage this experience in my freelance work to provide comprehensive solutions to businesses and agencies.

Enterprise User Experience Interaction Designer at FedEx (July 2019 – June 2020)

I completed an 11 month contract as a UI/UX Designer on the Operational Mobility and Common Services team at FedEx. This team creates design systems and applications to be used at an enterprise level across seven value streams.

Senior Designer at Shift Collaborative (January 2017 – July 2019)

Shift Collaborative is a creative agency in East Liberty. At Shift, a team of writers, designers, developers, marketers, and PR professionals work together to solve communication challenges for their clients. The work that I did encompassed UX design, visual design, hosting management, and front-end development.

Creative Services Lead at Sierra Experts (May 2012 – December 2016)

I worked as Creative Services Lead for Sierra Experts, a remote IT company, and its three sister companies for five years. My role included print and digital design, front-end development, social media management, QA testing, and marketing strategy.

For an expanded resume and to view portfolio samples, please visit DesignPGH.com



Education

Marietta College (August 2008 – May 2012)

- Marietta College is a private liberal arts college in Marietta, Ohio. It was ranked 8th in the Midwest in the 2018 U.S. News & World Report survey.
- Bachelor of Fine Arts in Graphic Design and Minor in Studio Art
- Summa Cum Laude, 2008 – 2012

I've earned the following certificates through courses with the Interaction Design Foundation at the "Top 10% in Class" level:

- Accessibility: How to Design for All
- Become a UX Designer from Scratch
- Design Thinking
- Emotional Design
- Mobile User Experience (UX) Design
- UI Design Patterns for Successful Software
- User Experience: The Beginner's Guide
- User Research: Methods and Best Practices
- UX Management: Strategy and Tactics

I've earned the following Google Ads certificates:

- Measurement Certification
- App Certification
- Display Certification
- Search Certification
- Shopping Certification

Technical Skills

Adobe Creative Cloud

- Acrobat
- Adobe XD
- Illustrator
- Indesign
- Media Encoder
- Photoshop
- Premier
- Typekit

Prototyping

- Balsamiq
- Figma
- Invision
- Sketch

Office Tools

- Google Suite
- Microsoft Suite

Front-End Development

- Angular Material
- Bootstrap
- CSS3
- Google Analytics
- Google Webmaster Tools
- HTML5
- Javascript
- JQuery
- Microsoft Visual Studio
- PHP
- Sublime Text 2

Hosting & Support

- Arvix Hosting
- Bluehost
- DNS Made Easy
- DreamHost
- FTP
- GoDaddy
- WPEngine Hosting
- Zendesk

Marketing & CMS

- Concrete5
- Constant Contact
- Finalsite
- Hubspot
- Mailchimp
- Squarespace
- Wild Apricot
- YourMembership
- Mailchimp
- Wordpress

Memberships

- American Institute of Graphic Arts
- Interaction Design Foundation
- Kappa Pi International Honorary Art Fraternity
- National Honors Society