

# Lindsay McGuire

DIRECTOR OF USER EXPERIENCE

 573-529-3255

 lindsay.e.mcguire@gmail.com

 Centralia, MO

 @lindsay-mcguire-27b76154

## Education

### BACHELOR OF SCIENCE FINE ARTS

Columbia College  
2006 - 2008

### ASSOCIATES DEGREE GRAPHIC DESIGN

St. Louis Community College  
2004 - 2006

## Skills

- Adobe Creative Suite
- inVision
- Sketch / Zeplin / Figma
- UX Design
- UI Design
- UX Writing
- Multiple Bug Tracking Systems
- Source Control
- CSS3
- SASS
- HTML5
- WordPress Design and Development
- Responsive Design

## Awards

**ELEGANT THEMES CUSTOMER  
SHOWCASE CONTEST**  
**2nd PLACE**  
NishaMoodley.com  
2014

## Professional Profile

14+ years experience in user interface design and 10+ years experience in user experience design and research.

Well versed in a multitude of UX and UI standards, principles and practices for every platform (web, iOS, Android and desktop), including accessibility standards.

10+ years experience designing mobile, web and desktop application interfaces for enterprise software for a multitude of clients.

Experience in requirements gathering and a strong understanding of technical feasibility while having empathy for the end user to create a user-centered product.

Strong user experience research skills including user interviews, performing usability tests, competitive research and analysis, creation of user personas and user stories to inform designs.

Ability to communicate design intent visually, verbally and in written format as well as compile and present information across teams and to end-users.

Can work independently and collaboratively with ease depending on the needs and phase of the project.

## UX / UI Design Skills

**User Experience Research:** Stakeholder Interviews, Focus Groups, Card Sorting, Surveys, User Personas, User Journeys, User Interviews and Observations, User Statistics, Analytics, Accessibility Standards

**User Experience Design:** User Stories, Wireframes, Prototypes, Testing, UX Writing  
**User Interface Design (iOS):** Human Interface Guidelines, Asset Development, Understanding of Native Elements

**User Interface Design (Android):** Material Design, Asset Development, Understanding of Native Elements

**User Interface Design (Web):** Marketing Websites, Complex Admin Websites, E-Commerce Websites, Membership Websites, Online Courses, W3C Standards, Responsive Design  
**Branding and Marketing:** Design System Creation and Management, Logo Design, Social Media Imagery Design, Print Design

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## References

### DALYNN SPILLARS

Creative Director

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E: dalynn.spillars@purina.nestle.com

### DANIELLE ABT

Director of Marketing

DesignLab

T: 573-529-3255

E: danielleabt@mail.com

### MARY FRANCES CZARSTY

Lead UX Designer

T: 203-560-9551

E: maryfrancesczarsty@gmail.com

### MALLORY COLON

Directory of Professional Services

T: 123 1234 12345

E: mallorybcolon@gmail.com

## Work Experience

### DIRECTOR OF USER EXPERIENCE

Exadel, Inc | 2015 - Present

UX Design Lead for Enterprise Software Development projects for our most notable clients including Google, RSM, R-Zero, Red Stone Equity Partners, E-470, among others. Manage the US design team while working closely with the global design team.

### FREELANCE FRONT-END DEVELOPER / UX DESIGNER

lindsaymcguire.com | 2012 - 2015

Designed and developed marketing websites for women entrepreneurs. Built membership and online learning websites. Taught WordPress design and development to young adults on the spectrum at Encircle Technologies.

### LEAD WEB DESIGNER

Amadeus Consulting | 2010 - 2012

Worked directly with clients, developers and other designers to create web, Android and iOS applications for startups in Boulder, Colorado.

### SENIOR WEB DESIGNER

Mayecreate Design | 2007 - 2010

Designed and developed marketing websites using WordPress, designed brand guidelines and printed marketing materials for local businesses in the mid-Missouri area.