

Miranda Clare McGill

USER EXPERIENCE DESIGNER

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Accomplished user experience designer, evangelist, and strategist with a passion for the usable and aesthetic synthesis of function, content, and technology. Guides the front- and back-end design of complex enterprise applications and consumer websites to fuse business goals, marketing requirements, and user needs. Collaborates across organizational groups and contributes team leadership to foster an inclusive user experience design and development environment.

EXPERTISE

User Experience (UX) Design | User Interface (UI) Design | User Research & Testing
Effective Communication | Facilitation | Collaboration | Innovation | Product Management
Team Leadership | Problem Solving | Attention to Detail

TECHNICAL SKILLS

Sketch | Omnigraffle | Invision | Balsamiq | Adobe Creative Suite | Keynote
Agile and Waterfall Development Environments | HTML | CSS | Basic JavaScript

EXPERIENCE

Consumer Reports (CR), Yonkers NY

2015 – 2019

UX Manager/Lead, Digital Design

Led the user experience team for Consumer Services, Advocacy / Mobilization, and Mobile.

- ▶ Led the redesign and migration of ConsumersUnion.org to CR.org/advocacy, including the development of a simplified CR site architecture
- ▶ Served as lead designer / architect for the new advocacy CMS and branding; key to this was the redesign of "action pages", that provide more flexibility and autonomy for the mobilization team
- ▶ Coordinated the redesign of several key CR sub-sites and campaign pages, including: What The Fee?, Food Labels, About Us, Media Room.
- ▶ Mentored junior designers

Zillion Group Inc., Norwalk CT

2014 - 2015

Senior/Lead User Experience Designer

Led the UX design for a HIPAA-compliant platform plus various member-facing applications.

- ▶ Optimized the usability and user experience for the Real Appeal coach and administrator portal
- ▶ Served as a design mentor

Visible Measures Corp., Boston MA

2012 - 2014

Head of Design and User Experience

Served as UX and visual design lead for "Fabric", VMC's programmatic platform.

- ▶ Redesigned TrueReach.org and worked with engineering to develop and deliver it within a week
- ▶ Led the redesign and relaunch of the Visible Measure corporate website
- ▶ Drove the visual brand guidelines initiative; designed and produced marketing collateral
- ▶ Created multi-device (tv, desktop, tablet, mobile) conceptual designs for VTV/Samsung

Akamai Technologies, Cambridge MA

2011 - 2012

Senior / Principal UX Designer, Cloud Security

Led the UX design for cloud security and performance products.

- ▶ Worked across organizations to design and deliver the new Luna Event Center product and app
- ▶ Contributed to the UI guidelines and patterns library, collaborating with the UX Standards team

Yahoo! Inc., Cambridge MA

2008 - 2011

Senior User Experience Designer, Video Platform

Designed and delivered enterprise video content management console and editorial tools. Conducted usability evaluations with both local and remote teams.

Oracle Corporation, Burlington MA

2005 - 2008

Senior Interaction Designer, Business Intelligence

Guided business intelligence product design, from concept to production.

ADDITIONAL RELEVANT EXPERIENCE

Bose Corporation, Stow MA

Web User Interface Designer / Web Marketing (contract)

Optimized the purchase process UI, driving revenue increase of \$40MM YOY for holiday sales.

SavaJe Technologies, Chelmsford MA

User Experience Design Intern

MIT, Cambridge MA

Research Scientist, Department of Architecture

Web Communications Producer & Webmaster

Created the first prototype for MIT OpenCourseWare, enabling it to be granted its initial \$100MM.

Ormrod & Partners, Liverpool, UK

Architect

Paterson, Macaulay & Owens, Wirral, UK

Architect

Tang & Teo Architects, Singapore

Assistant Architect

EDUCATION

Master of Science in Design and Computation / Design Technology

Massachusetts Institute of Technology (MIT), Cambridge, MA

Postgraduate Diploma in Professional Practice and Management (RIBA Part III)

Royal Institute of British Architects (RIBA), UK

Master of Architecture

Bachelor of Arts (with Honours) in Architecture and Urban Design

University of Manchester, UK

AWARDS

- ▶ Rotary Foundation Ambassadorial Scholar
- ▶ Dean's Scholarship Award, School of Architecture and Planning, MIT

PUBLICATIONS & PRESENTATIONS

- ▶ **eCAADe**, Copenhagen. Paper: "Designing Design-Mediating Software," 2004
- ▶ **Design Computing and Cognition**, MIT. "Shaper2D: An Interactive Shape Grammar Interpreter," 2004
- ▶ **eCAADe**, Warsaw. Paper: "Shaper2D: Visual Software for Learning Shape Grammars," 2002
- ▶ **MacUser**, UK: Master of Architecture interactive design work published, 1997

PROFESSIONAL & VOLUNTEER INVOLVEMENT

- ▶ **Girl Scout Leader, Girl Scouts USA / Heart of the Hudson**, 2015 - present
- ▶ **Licensed Architect, Architects Registration Board**, UK, 1998 - present
- ▶ **Board of Directors, The Country Childrens Center**, NY, 2014 - 2018
- ▶ **Guest Lecturer and Critic, MIT Computational Design**, 2002 - 2012
- ▶ **Volunteer Usability Test Moderator, MIT Usability Team**, 2001