MIRANDA MCGILL
USER EXPERIENCE DESIGNER

Accomplished user experience designer and strategist with a passion for the usable and aesthetic synthesis of function, content, and technology. Collaborates across organizational groups and contributes team leadership to foster an inclusive design and development environment.

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EXPERTISE

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

TECHNICAL SKILLS

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

USER EXPERIENCE DESIGN

Consumer Reports (CR) | Yonkers NY   2015 – 2019
UX Manager, Digital Design

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

▸ Guided 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 consumer health platform.

▸ 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 both application development and marketing.

‣   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.

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, Cambridge, MA

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

Royal Institute of British Architects, UK

Master of Architecture

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

University of Manchester, UK

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

AWARDS

▸ Rotary Foundation Ambassadorial Scholar

▸ Dean's Scholarship Award, School of Architecture and Planning, MIT

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