

MACKENZIE HAWKINS

User Experience Researcher & Designer

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PROFILE

Meticulous researcher who can find signals in the noise. User-centric with a special ability to understand and synthesize people's needs, and develop strategic solutions. Creating personas and character insights is second nature from years of experience as a professional actor, and researching role after role. Deeply values humility, process and communication.

PROFESSIONAL EXPERIENCE

Imgur

UX RESEARCH & DESIGN APPRENTICESHIP

October 2015 - April 2016 | San Francisco, CA

- Spearheaded the User Experience Research program through authoring more than 7 research studies, and moderating at least 50 in-person sessions to generate insights that both fueled ideation and influenced the product roadmap.
- Developed and created the user interface design guidelines for iOS, Android, Mobile Web, Desktop experiences.
- Partnered closely with the 2 interaction and visual designers to jointly propose and present design improvement recommendations to both development and product management teams.
- Prepared more than 20 deliverables of research findings, such as: reports, presentations, video highlight reels, storyboards, use cases, personas, etc. as appropriate for each project.
- Apprenticeship extended from 3 to 6 months due to exceeded performance goals.

Artaire (BDW Startup Project)

PRODUCT OWNER & UX DESIGN

March 2015 - August 2015 | Boulder, CO

- Developed the vision and product roadmap for Artaire - a revolutionary marketplace connecting people seeking art for commercial spaces with dynamic artists who create engaging and interactive art.
- Initiated the research efforts and UX strategies to logically support product design.
- Wrote and delivered the pitch for Artaire to an audience of 200 plus people. Overall feedback included that Artaire was the most compelling and executed pitch of the day.

Freelance

PROFESSIONAL ACTOR

August 2007 - July 2014 | New York, NY

- Developed strategic and effective marketing techniques that resulted in established relationships with agents and casting directors, as well as a 90% increase in auditions.
- Booked over 40 projects including leading roles in indie feature films, national television, short films, and theater.
- Developed dynamic public speaking skills through 4 years of Improv training.

TECHNICAL SKILLS

GRAPHIC & WEB TOOLS

Adobe Creative Suite

Sketch

Flinto, Mavelapp, InvisionApp

iMovie

RELEVANT SKILLS

EXPERTISE

User Research Test Plans & Moderation

User Interface

Dynamic Public Speaker

Strategic Thinker

SIDE PROJECTS

INTERESTS

Outdoors

Boxing

Woodworking

Farmer's Markets

EDUCATION

Boulder Digital Works (BDW)

Masters Certificate, UX Design & Interactive Production

January 2015 - August 2015

UC Santa Barbara

Double B.A., Communications & Psychology

September 2003 - June 2007