

# Stephen MacKley

773-841-6176 • steve.mackley@gmail.com • stevemackley.com • linkedin.com/in/mackley



## EXPERIENCE

2/14–present

### BeaconfireRed

*Director of User Experience*

Expand the experience design practice, while promoting user-centered design approaches to our social good clients. Design web content and architecture—responsive websites, emails and landing pages, and donation forms—to improve new user acquisition, seo, and conversion. Grow, lead, and direct a team of 5 information architects, interaction designers and content strategists.

*UX Designer/Creative Lead*

Delivered UI sketches, wireframes and prototypes; user journey maps; personas; and pattern libraries; as well as design specs and brand standards for clients' desktop and mobile user experiences.

10/13–2/14

### ZS Associates

*User Experience Lead*

Managed estimates, workflow and UX team coordination for the Javelin™ software platform, as well as client-facing work.

6/13–9/13

### Crate and Barrel

*UX Consultant*

Mentored and trained design staff on agile/lean UX workflows.

11/12–6/13

### Sears Holdings

*UX Manager*

Managed estimates, workflow and team resource allocation for core UX projects. Provided guidance over the creation of use case documentation, sketches, wireframes, prototypes, and other UX deliverables. Managed team of 5 UXer's including mentoring, reviews, and design critique.

10/11–10/12

### kCura Corporation

*UI | UX Designer*

Oversaw and directed a team of 4 front end developers to re-design the Relativity™ platform. Designed all aspects of Relativity's user interface and experience including layouts, icons, typography, color palette, and other interface elements.

4/10–10/11

### Walgreens

*Associate Creative Director*

Direct editorial and visual web design serving consumer and B2B audiences. Design web content and architecture—functional pages, emails, promotions, landing pages, and e-commerce pages—to improve user retention, seo, and conversion. Built, managed, and directed 3 teams of interaction designers, graphic designers and copywriters.



## SKILLS

### Creative Leadership

Recruitment and team building; mentoring; strategic vision; client engagement; ideation and agile/lean ux

### UX Methodologies

Wireframing; prototyping; a/b testing; information architecture; proto-persona development; content strategy

### UX Research

Competitor analysis; heuristic analysis; goob field study/ethnographic research; customer journey mapping; stakeholder interviews

### Design

UI sketching, storyboarding, logo/icon design, brand standards, responsive and mobile design



## SPEAKING

### DMAW EF Professors Institute 2016

Data Visualization in a Social & Mobile World

### ASAE MMC Conf 2015

Infographics for the Social Sector

### South By Southwest Interactive 2015

UI Patterns: Then & Now

### UXCamp DC 2015

UX+ Agile = Huh?

### MobileCamp DC 2014

mmm Hamburger: Mobile Navigation Design



## EDUCATION

### BFA in Visual Communications

Illinois Institute of Art 2008

### MPA in Public Policy & Management

University of Pittsburgh 1999

### BA in Anthropology

University of Pittsburgh 1996