

MacKenzie Legg

Sr. Product Designer

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Work Experience

CGI

Sr. Product Designer - Senior Consultant

Remote 4.2022 - Current

- **Crafting User Experiences:** Directed and coordinated daily delivery activities, emphasizing user-centered and collaborative design processes. Leading teams in ideation and execution of interactive design concepts.
- **Stakeholder Communication & Collaboration:** Presented designs to senior stakeholders, supporting decisions with research and design heuristics.
- **Successful B2B Sales Flow Launch:** Oversaw a successful buyflow launch in 6 months, ensuring cohesive integration and collaboration with the development team.
- **Adobe to XD Design system migration:** Led the effort to transition and enhance an existing design system from Adobe XD to Figma.
- **Collaboration and Stakeholder Engagement:** Led weekly collaboration and review sessions with clients, developers and internal team members including content and visual designers.
- **Workshop facilitation:** Built and facilitated discovery and prioritization workshops.
- **Interactive Prototyping:** Contributed to the creation of interactive prototypes using Adobe XD and other tools.

Product Designer - Consultant

Remote 4.2021 - 4.2022

- **Strategic Digital Design Leadership:** Led digital design projects, ensuring designs were user-centric and met business objectives and standards.
- **Market Analysis:** Regularly conducted competitive analysis to stay at the forefront of market trends.
- **CRM Tool Implementation:** Led design and implementation of a company-wide CRM tool.

Directors Mortgage

Art Director

Remote 3.2019 - 3.2021

- **Information Architecture and Branding:** Assisted in developing the information architecture and branding for the company website relaunch in 2017.
- **Marketing Materials:** Crafted marketing materials aligned with brand ethos, prioritizing user experience and organizational principles.

Brand Designer

Lake Oswego, OR 2015 - 2019

- **Client-Centric Design:** Ideated and executed designs tailored to diverse clientele, addressing both personal and business needs.

The Graphics Shop LLC

Graphic Designer

Eugene, OR 2013 - 2015

Education

Masters of Professional Studies - UX Design

Maryland Institute College of Art
Graduate, Online - 12.2021

Bachelor of Fine Arts - Painting

University of Oregon
Graduate, 2015

Tools & Skills

Research & Strategy

User Research, Usability Testing, Competitive Analysis, Journey Mapping, Affinity Diagramming, Heuristic Evaluation

Project Management & Tech

Project Management, Agile Methodologies (including SAFe), Jira, Basic HTML & CSS, Development Handoff, Quality Assurance

Design Proficiencies

Design Systems, Prototyping, Wireframing, Interaction Design, Accessibility (WCAG) Standards, Layout Design, Logo & Brand Design, User-Centered Design Thinking

Design Collaboration

Figma, Adobe XD, Sketch, Mural, Stakeholder Communication & Negotiation, Design Critique, Workshop Facilitation

Publications

Case Study: Adding pandemic-friendly features to a friendship app

UX Magazine

Online

February 16, 2021