STEPHANIE MARIE
mckinley

contact INFORMATION

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860-748-6840
Charlotte, NC

technical SKILLS

Design:
Adobe XD, Adobe Photoshop,
Adobe InDesign, Adobe Illustrator,
Adobe Premiere Pro, Figma, Sketch,
InVision

Development:
HTML5, CSS3, SCSS, JavaScript,
jQuery, React, PHP, MySQL, JIRA

Analytics:
Google Analytics, Adobe Analytics,
Pendo, Convert, New Relic

Email Marketing:
Cheetah Digital, ExactTarget,
MyEmma, MailChimp

soft SKILLS

Communicating with both technical
and nontechnical stakeholders

Quickly learning new software and
technologies

Accurately estimating timelines and
staying on schedule

Ability and desire to strategize, plan,
and execute

Working both autonomously and as
part of a team

Passion for UX/UI

higher EDUCATION

State University of New York (SUNY)
College at Plattsburgh

Bachelor of Arts in English: Literature
and English: Language Arts

Minor in Business

December 2012

Overall GPA: 3.9 (Summa Cum Laude)

work EXPERIENCE

Xceleration	Remote
Senior Product Design Manager	March 2022 to May 2023
Product Design Manager	June 2020 to March 2022

- Led product design for a suite of SaaS products by defining product requirements, creating information architecture maps, user journeys, and interactive wireframes, and collaborating with a team of designers to define brand strategy and create high-fidelity designs
- Presented product strategy, interactive wireframes, and high-fidelity designs to stakeholders to explain design rationale and achieve alignment
- Mentored a team of designers by prioritizing projects, providing feedback, and encouraging continuous development through education and knowledge sharing
- Created and evolved design system to develop standards and increase efficiencies
- Improved communication between product, design, and engineering by creating an intake process and transitioning design software
- Collaborated across product, design, and engineering to define and execute product roadmap of new development, enhancements, and requested updates

Burn Boot Camp	Huntersville, NC
Web Developer	June 2019 to June 2020

- Used design research, user surveys, and stakeholder interviews to define website product strategy and create interactive wireframes and designs in Adobe XD
- Developed websites in a two-week sprint schedule in a team of developers

Red Ventures	Fort Mill, SC
Front End Developer	January 2019 to June 2019

- Led project planning by communicating requirements, regularly liaising between business and technical teams, and managing development sprint schedules
- Developed websites using HTML5, CSS3, SCSS, JavaScript, React, and EJS in a team of 10+ front-end and back-end developers
- Ensured products were market-ready by managing cross-browser and device QA

Penguin Random House	New York, NY
Senior Digital Developer	June 2017 to January 2019
Technical Producer	April 2016 to June 2017

- Used user research, best practices, and brand guidelines to create UX/UI designs
- Obtained buy-in for digital projects from stakeholders and presented initiatives to 300+ employee division
- Hired and supervised associate email marketing manager
- Managed production calendars for a suite of websites and ensured content, design, and development deadlines were hit by internal and external colleagues
- Developed mobile responsive websites with HTML5, SCSS, JavaScript, and PHP

AKA NYC	New York, NY
Junior Digital Developer	April 2015 to April 2016

- Participated in website production process from concept through completion by defining product strategy, creating wireframes, and coaching visual designers in development capabilities
- Secured new business by pitching to clients and prospects
- Developed mobile responsive WordPress websites with HTML5, CSS3, SCSS, JavaScript, PHP, and MySQL

Macmillan	New York, NY
Digital Marketing Associate	June 2014 to April 2015
Digital Marketing Assistant	July 2013 to June 2014

- Managed website properties by planning and implementing content, design, and development updates
- Liaised with agencies and freelancers to create websites and other digital assets
- Developed and executed email marketing and social media campaigns by designing graphics, filming videos, scheduling content, and monitoring analytics
- Supervised digital marketing intern