

Miranda Clare McGill

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Accomplished User Experience designer, evangelist, and strategist with a passion for the usable and aesthetic synthesis of function, content, and technology. Skilled in:

- Guiding the front- and back-end design of complex enterprise and consumer applications
- Fusing business goals, marketing requirements, and user need.
- Researching and documenting user workflows, interactions, scenarios, and personas
- Facilitating and moderating design studios and ideation sessions
- Creating and presenting conceptual sketches, wireframes, quick prototypes, and high-fidelity screen mockups
- Facilitating usability tests, including: think-aloud, paper prototyping, card sorting, heuristic review
- Defining, developing, and documenting design standards, patterns, and style guides
- Working across organizational groups to advocate for, and ensure, design coherence and consistency
- Mentoring co-workers and interns to foster an inclusive user experience design and development environment

Skills

- Omnigraffle Pro; Sketch; Invision; Adobe Creative Suite; Balsamiq Mockups; MS Office; Keynote
- Extensive experience designing within both agile and waterfall development environments
- Working familiarity with HTML5, CSS3, JavaScript (comfortable using JSFiddle and similar prototyping environments)
- Native English speaker; competent in French, basic Spanish

Education

- 2006– McCallum Graduate School of Business, Bentley University, USA: User Experience Design Certificate Courses
- 2001 S.M.Arch.S. in Design and Computation, Massachusetts Institute of Technology, USA
- 1998 Advanced Diploma in Professional Practice and Management, Royal Institute of British Architects
- 1997 Master of Architecture, University of Manchester, UK
- 1994 B.A. (with Honors) in Architecture and Urban Design, University of Manchester, UK

UX Experience

- 2014-2015 **Director of User Experience Design, Zillion Group Inc.**
- Directed the UX design of the HIPAA-compliant platform plus various member-facing applications
- 2012-2014 **Head of Design and User Experience - Visible Measures Corp.**
- Directed the UX and visual design of "Fabric", VMC's programmatic platform, plus TrueReach.org
 - Lead the redesign and relaunch of the Visible Measure corporate website
 - Created conceptual designs for VTV/Samsung
- 2011-2012 **Senior/Principal User Experience Designer, Cloud Security - Akamai Technologies**
- Lead the UX design for new / existing cloud security and site performance products
 - Worked across organizations to design and deliver the new Luna Event Center product and app
- 2008-2011 **Senior User Experience Designer, Video Platform - Yahoo! Inc.**
- Designed and delivered enterprise video content management console and editorial tools
 - Implemented visual and interaction standards and patterns
 - Conducted usability evaluations of the new editorial product with teams in California and London
- 2005-2008 **Senior Interaction Designer, Business Intelligence - Oracle Corporation**
- Guided BI product design, from concept to development, for international, cross-functional teams
 - Collaborated with usability engineers to conduct and support front-end research and evaluation

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- 2004 **Web User Interface Design Contractor, Web Marketing - Bose Corporation**
- Optimized the purchase process UI, driving revenue increase of \$40MM YOY for holiday sales
- 2003 **User Experience Design Intern - Savaje Technologies**
- Designed and prototyped mobile UIs with Flash; Instrumental in setting up the usability lab
- 2003 **Research Scientist (UI Design), Department of Architecture - MIT**
- Developed Shaper2D (www.designmasala.com/miri/shaper2d), still used for design teaching
- 2001-2002 **Research Scientist (UI Design / Product Management), MIT**
- Coordinated the technical and creative implementation of StudioMIT (a web tool supporting MIT's creative learning community, developed in conjunction with Microsoft Research)
- 2001-2003 **Volunteer member of MIT Usability team**
- 2001–Current **Freelance Web and User Experience Designer and Strategist**
- 2000-2001 **Web Communications Producer, MIT**
- Created and produced the initial prototype and demo for OpenCourseWare, which was subsequently granted \$100MM funding
- 1999-2000 **Webmaster, MIT Department of Architecture**
- Developed the site-wide information architecture and coordinated the website implementation

Architecture & Other Experience

- 1999 Architect, Ormrod & Partners, Liverpool, UK
- 1997-1999 Architect, Paterson, Macaulay & Owens, Wirral, UK
- 1994-1995 Assistant Architect, Tang & Teo Architects, Singapore
- 1989-1993 Apprentice Horologer: restored antique clock dials and assisted with repair of antique clocks

Teaching

- 2002–2012 Guest Lecturer and Critic, MIT Computational Design I: Theory & Applications
- 2001 Teaching Assistant, Remote Collaborative Workshop, MIT / University of Miyagi, Japan

Publications & Presentations

- 2004 eCAADe, Copenhagen. Paper: "Designing Design-Mediating Software"
- 2004 Design Computing & Cognition, MIT. "*Shaper2D*: An Interactive Shape Grammar Interpreter"
- 2002 eCAADe, Warsaw. Paper: "*Shaper2D*: Visual Software for Learning Shape Grammars"
- 1997 B.Arch interactive design work published in "MacUser" UK

Awards

- Rotary Foundation Ambassadorial Scholar
- Dean's Scholarship Award, School of Architecture and Planning, MIT

Affiliations

- 2014–Present Board of Directors, The Country Childrens Center, NY
- 1998–Present Licensed Architect, Architects Registration Board, UK