MCKENNA LOWRY

To be an effective product designer, I believe you must be a great facilitator. I love to work through the technical limitations of a product and the emotional constraints of the user. I am at my happiest when supporting my team and shipping intuitive experiences.

EDUCATION

Pratt Institute
Communication Design

Northeastern University
Communication Studies

SKILLS AND TOOLS

Skills
· Strategic Planning
· Project Management
· User Research
· UX and Wireframing
· Usability Testing
· Visual Design
· Copywriting

Tools
· Sketch
· Adobe Creative Suite
· Flinto
· InVision
· HTML/CSS

EXPERIENCE

Canary, Lead Product Designer
August 2015–Present

Lead Product Design team, managing and taking part in an end-to-end design process for multiple digital platforms and hardware products. Partner with product and engineering leads to define and carry out product roadmap.

· Developed a design process that encourages iteration, collaboration and testing
· Led research study and facilitated company-wide workshop to construct a hardware and software product roadmap built on user needs and concerns
· Iteratively improved device setup flow to support the launch of two new hardware devices, decrease setup failures and drive Membership attachment to 40%
· Designed numerous, highly requested features, including two-way talk, masking, and a Google Home integration, to increase device sales and improve customer sentiment

School of Visual Arts, Adjunct Faculty
September 2016–May 2017

Developed and taught a two semester user experience design curriculum to 15 students.

· Based curriculum on Google's design sprint framework, mimicking a professional work environment
· Introduced students to a new technique or skill each week, including user research, wireframing, prototyping, systems thinking and presentation skills
· Guided group critiques of students' work each week and checked in mid-week to provide individual, written feedback

HowAboutWe, Lead Product Designer
July 2014–August 2015

Following acquisition by IAC/Match.com, designed and managed implementation of new user experiences and redesigns to optimize and innovate the flagship dating product.

· Defined and carried out a product roadmap that included a series of A/B tests, redesigns and new feature launches to accomplish company goals
· Designed and released Tonight, a MVP on-demand dating feature to renew interest in our product and increase sign ups
· Redesigned entire HowAboutWe experience on mobile and web to simplify navigation and boost engagement, with goal of increasing subscriptions and messaging

HowAboutWe, Senior Product Designer
September 2012–July 2014

Designed mobile and web experiences for HowAboutWe's suite of products. Coordinated product roadmap and details of the design process in collaboration with VP of Design.

· Launched You&Me, a messaging app for couples, working on everything from the user experience to visual design and branding
· Designed key user experiences for HowAboutWe for Couples, an e-commerce product, including a discovery-driven home page, a gifting experience and the mobile website to increase date purchases and subscriptions
· Project managed the first redesign of HowAboutWe, a new editorial platform for HowAboutWe Media, and the You&Me Android experience and launch, keeping the team on track to hit major deadlines