

# Lindsey MacNeil

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## UI - UX Designer/ Senior Web Designer

Highly motivated and enthusiastic design professional seeking a creative management role within a dynamic, forward thinking company.

Industry experience includes

- ✓ User Interface Design and Testing
  - ✓ Front end HTML Design/Development
  - ✓ User Experience Design
  - ✓ Content Management/Structuring
  - ✓ User Testing and Management
  - ✓ Resource Management
  - ✓ User Centric Design/Development
  - ✓ Design/Re-Design
  - ✓ SEO / SEM
  - ✓ CSS Design/Re-Design
  - ✓ Web Graphic Design
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## Technical Skills

**Operating Systems:** Windows XP, Vista, Mac OS X, and Windows Tablet XP & Vista

**Protocols/Networks:** TCP/IP, FTP, SMTP, ESP, HTTP, SNMP, and VoIP

**Hardware:** Hard-drives, Printers, Scanners, CD-ROMs, Hubs, and USB drives

**Commercial Applications:** Microsoft Office Professional 2007, Microsoft OneNote 2007, Mozilla Thunderbird, Outlook 07 & 03, Outlook Express, Apple Mail, Notepad, and Google Webmaster Tools

**Industry Specific Software:** Microsoft Visual Studio, Photoshop Extended, Illustrator, Image Ready, Acrobat Professional, After Effects, Premiere, Dreamweaver, Homesite, Flash, TopStyle, Mockflow, and OmniGraffle.

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## Professional Experience

**Consultant** – *miVibe.com* (ft & pt)

4/2001 – 2/2011

Consultant advocating user experience/interaction and high end user centered design for a variety of clients throughout Arizona. Managed content, implementation, coordinated on secondary marketing materials, and maintained brand consistency throughout various web applications.

Responsibilities included:

- Managed and developed e-commerce brochure ware websites for a variety of specialties
- Assisted product team leads with user persona development
- Advocate for Section 508 implementation and compliancy
- Trained web development teams on web interface and implementation standards/best practices
- Consulted on email marketing practices and implementation along with common SEO practices and hardware implementation such as GSA
- Established core and transitional web based brand and style guidelines for internet/intranet sites like aps.com and Verizon's NCMS system
- Developed and designed companion sites for marketing campaigns
- Trained personal on user testing practices
- Coordinated with IT consultants regarding on-site and off-site needs spanning varying protocols
- Lead in the creation of technical documentation, RFP's and RFI's for internet and intranet based sites

- Coordinated with Creative and Web Directors regarding web and email based efforts such as campaigns and optimization for a variety of industries such as; real estate, automotive, clothing, personal wellness and surgery
- Project Management Consultation for small to medium size businesses looking to refocus a group or start a new in-house endeavor.
- Managed and assisted development (or clean up) efforts covering HTML, CSS, XHTML, DHTML, ASP classic, PHP, Groovy and Ruby web applications
- Managed timelines established by clients on website optimization and development, to ensure progress

**UI Designer/QA Manager – TEK Systems**

4/2009 – 3/2010

Lead and expanded the UI/UX redesign of the in house budget/project management application within VerizonWireless. Served as a liaison between administrative personnel and the development teams, streamlined communications spanning system workflow needs to emergencies. Worked with the production teams to create, implement, and support the ongoing development of system wide components.

Additional responsibilities included:

- Maintenance of system style guides and standardization
- Ensured cross browser integrity
- Aided in troubleshooting system performance concerns
- Assisted with team and project management
- Analyzed and documented the usability requirements of the system
- Tested resolutions applied by the development teams prior to live site commitment
- Assisted regional organizations with user management

**Email Specialist – TravelCLICK Inc.**

6/2008 – 3/2009

Designed, developed, tested, and implemented the Email Marketing campaigns for most of the U.S. based clients of the nation's largest hotelier focused E-Marketer. Established best practices that were hotel focused yet also met with industry standards. Assisted with Multichannel Marketing assessments and campaign strategies.

Additional responsibilities included:

- Maintenance of brand strategies
- Improved user engagement
- Database (member) management including; segmentation, personalization, and persona development
- Coordinated with clients and team members to improve member acquisition and retention
- Reported, measured, and established tracking for members actions and resulting ROI
- Assisted and advised clients with their social media account(s), web 2.0 strategies, and landing page strategies
- Assisted with UI design, support, and technical assessment for internal projects

**Webmaster/Designer – The Bump Media Inc**

9/2007 – 6/2008

Managed design, development, and implementation of web content for a premiere publication in the field of pregnancy sales and planning. Directed the design and development of web based marketing materials spanning national coverage to personalize e-marketing, assuring brand consistency across various media platforms.

Additional responsibilities included:

- Worked directly with the Editor and Creative Director to translate printed materials to the web
- Coordinated with IT consultant(s) regarding on-site technical issues or concerns
- Developed and corrected pages contributing to the overall web presence of The Bump Media Inc.
- Managed content through a variety of web tools across each of the parent/child websites

**Webmaster/E-marketer** – *SDHQOffroad.com & Sir-a.com*

9/2006 – 7/2007

Directed and managed web development, workflow, and structure of hosting environments for both domains live and development states. Coordinated technical construction for PC, Mac, and VoIP upgraded networking, managed company email accounts, and assisted with Level 1 IT/Network needs. Designed and developed SDHQOffroad.com as an e-commerce engine raising the domain value 400%.

Additional responsibilities included:

- Design of printed works covering flyers, postcards, stickers, business cards, and jackets/covers of on-site reference material
- Design and development of email based marketing materials
- Management, research and implementation of site traffic, statistics to increase user retention and overall sales
- Project management directly overseeing 2 to 8 employees

**Multimedia Web Designer** – *SuiteSpotCommerce.com (contract)*

7/2005 – 10/2006

Lead design consultant managing web design, front end development, web based marketing campaign design and management. Established branding, and developed design guides/standards, designed primary and secondary web based marketing campaigns, and directed constructive commentary between clients and upper level development staff.

Additional responsibilities included:

- Coordinated with client third party providers on website optimization and continued development to ensure client growth in traffic, retention, and sales where applicable
- Design and redesign spanning branding, web, and print/tangible materials
- Flash development, story-boarding, and action scripting covering small to large scale projects
- Email and site creation, management and support

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## Education

**B.A. MultiMedia Design and Administration**, from the University of Advancing Technology 09/2004  
2625 W Baseline Rd Tempe, AZ 85283; Phone: 1-800-658-5744; Website: [www.uat.edu](http://www.uat.edu)

**A.A. Web Design and Development**, from the Art Institute of Phoenix 06/2002  
2233 W Dunlap Ave Phoenix, AZ 85201; Phone: 1-800-474-2479; Website: [www.artinstitutes.edu](http://www.artinstitutes.edu)