

Justin McDonald

Design Manager, Lead Product Designer
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Work Experience

- Lead Product Designer & UX Lead**
Expedia/Hotwire
San Francisco, CA
2015-current
 - Led design for the hotel and car business on the Hotwire website and mobile app
 - Designed new features that increased conversion
 - Redesigned existing features to improve usability without sacrificing conversion
 - Collaborated with product leaders to prioritize roadmaps
 - Led design on Google Sprints for fast validation of concepts
 - Led explorations into new technologies like AR
- Senior UX Designer**
Electronic Arts/Pogo
Redwood City, CA
2012-2015
 - Redesigned the main subscription funnel, and increased registrations by 10%
 - Created a tournament system for players to compete for rewards
 - Owned the user experience for Plants vs Zombies Adventures, a hit casual game
 - Designed features to align with product management and game design
 - Analyzed user tes3ng, community feedback, and daily analytics to improve the game
- Lead UX Designer**
Zynga/FarmVille
San Francisco, CA
2011-2012
 - Led 5 UX designers for FarmVille, one of the most successful social games of all time
 - Designed the user experience for features used by 30 million daily active users
 - Using analytics, built scalable and testable Flash designs
- Art Director**
Electronic Arts/Pogo & The Sims
Redwood City, CA
2007-2011
 - Led an international team of artists and designers in California and Montreal, QC
 - Developed a consistent brand look for Pogo's Web, Facebook, and mobile products
 - Art directed and designed TheSims3.com
- Senior Designer**
Real Networks/Rhapsody
San Francisco, CA
2002-2006
 - Designed websites and landing pages for the Rhapsody product team
 - Designed print ads, Flash ads, and HTML emails for the marketing and editorial teams
 - Managed and art directed freelance designers
- Web Design Engineer**
Microsoft bCentral
San Francisco, CA
2001
 - UI Designer for a Web-based small business application
 - Designed banner backgrounds for an interactive ad-making tool
 - Translated technical specs from engineers into workable designs

Education

California College of the Arts, San Francisco, CA. Studied Graphic Design
The University of Florida, Gainesville, FL. Studied Journalism, Psychology
Bachelor of Science, Public Relations

Technical Expertise

Expert in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Agile and Lean UX methodologies, HTML, CSS. Proficient with Unity, JavaScript