

Justin McDonald

User Experience Design Leader

sixagon.design@gmail.com • (415) 531-3257 • www.sixagon.com

Professional Experience

Chegg, San Francisco, CA

2018 – Current

UX Design Manager

Leading design efforts for five business units across Chegg's suite of EdTech products.

- Launched an innovative chat-based tutoring system that combined user needs and business opportunities.
- Launched Chegg Flashcards, after the acquisition of a startup.
- Leading design efforts on a company-wide SEO initiative.
- Hiring and managing remote teams.
- Leading design efforts on a company-wide responsive web initiative.
- Managing the collaborative process between mobile responsive and native mobile design efforts, aligning international teams.

Expedia, San Francisco, CA

2015 – 2018

Design Lead, Hotwire

Led design for the hotel and car business across web and mobile platforms.

- Led design for the hotel and car business on the Hotwire website and mobile app.
- Created 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.
- Prototyped new technologies, including AR.

Electronic Arts, Redwood City, CA

2012 – 2015

User Experience Designer, Pogo

Created games and features for EA's casual game subscription service.

- Redesigned the main subscription funnel for the service, and increased registrations by 10%.
- Created a tournament system for players to create teams and track progress.
- Designed a successful web minigame that retained players and monetized well.

Senior User Experience Designer, PopCap

Created the user experience for *Plants vs. Zombies Adventures*, a popular Facebook game.

- Designed features to align with product management and game design.
- Drove UX initiatives based on user needs and research.
- Analyzed user test results, community feedback, and daily analytics to improve the game experience.

Zynga, San Francisco

2011 – 2012

Lead Experience Designer, FarmVille

Managed five UI designers for FarmVille, an industry-leading casual game.

- Managed the team while also collaborating with product managers and engineers to build features.
- Art directed features and marketing material for the game.
- Using analytics, built scalable and testable Flash designs for 30M daily active users.

Skills

A/B Testing

Adobe Creative Suite

Agile Methodologies

Creative Direction

Design Sprints

I.A.

Game Design

Graphic Design

Heuristic Evaluations

Interaction Design

Managing Teams

Mentoring

Problem Solving

Sketch

Typography

UI Design

UX Design

User Flows

User Research

User Testing

Wireframing

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Professional Experience, continued

Electronic Arts, Redwood City, CA

2007 – 2011

Art Director, Pogo

Managed an international team of 8 designers for Pogo, EA's largest casual-game subscription service.

- Hired and managed a remote team in Montreal, QC, and a local team in Redwood City, CA.
- Developed a consistent brand look for Pogo's destination site, Facebook applications, and mobile application.

Lead Designer, The Sims

Led the transition from Sims 2 to Sims 3, with marketing and product design support.

- Led design for TheSims3.com and Sims 3 online store.
- Designed websites and logos for The Sims On Stage and The Sims Carnival.
- Designed marketing landing pages and HTML emails for The Sims 3.

Real Networks, San Francisco, CA

2002 – 2006

Senior Designer, Rhapsody

Supported Marketing and Product Design for the Rhapsody Digital Music streaming service.

- Created mockups and wireframes for the Rhapsody Web and client products.
- Designed websites and landing pages for the Rhapsody product team.
- Designed advertisements and HTML emails for the marketing and editorial teams.
- Managed and art directed freelance designers.

Education

California College of the Arts, Graphic Design.

University of Florida, Journalism. Bachelor of Science in Public Relations.