

# Karen C. MacCubbin

Redmond, WA 98053 • 425 443-7963 • [maccubbin@centurytel.net](mailto:maccubbin@centurytel.net)

Portfolio: <http://kmaccubbin.com/> | LinkedIn: <https://www.linkedin.com/in/karenmaccubbin/>

## Experience Design

Project Management  
Strategy Planning  
Requirement Development  
Data Driven Design  
Storyboarding  
User Flows  
Information Architecture  
Responsive Design  
Wireframe Development  
Interaction and Visual Design  
Rapid Prototyping  
Functional Design Specifications  
Digital Design Standards and Patterns

## Research

Website and Mobile Studies  
Competitive Analysis  
Heuristic Evaluation  
Contextual Inquiry  
Focus Groups  
Card Sorting  
Persona Development  
Usability Lab Testing

## Tools and Methodologies

Adobe Design Suite  
Axure RP  
Microsoft Visio  
Microsoft Office  
AgileCraft/JIRA  
SAFe and Scrum Agile  
Waterfall

## Education

Bachelor of Science  
Visual Design and Computer Graphics  
University of Oregon

Associate of Art  
Commercial and Graphic Art  
Advertising Art School

## Awards

Certified SAFe 4.6 Agilist • April 2019  
AT&T Vision Award • March 2018  
Patent Microsoft Duet/SAP 1.0 • June 2006

## Volunteer

Puget Sound Heart and Stroke Walk  
Women of AT&T  
AT&T Advocates for Women in Tech  
Northwest Harvest

## Experience

### Lead UX Designer

- Managed design team and facilitated the end to end coordination of UX production team deliverables, including creative product definition and development work within agile iteration delivery and timelines
- Led digital business initiatives by analyzing user research data, building use cases, and initiating design thinking sessions to drive customer-centric digital product experience innovation and transformation
- Created responsive experience strategies through product vision, analytics, storyboards, site maps, wireframes, prototyping and testing for end to end digital solutions
- Delivered a results-orientated digital design solution program to define core KPI variables for data collection and reporting, capturing project pre- and post-launch data to support the organization's data-driven design objective
- Partnered with UX, business and technology teams to define a lean SAFe agile UX model and establish experience design processes to drive the achievement of business results
- Collected and appraised UX intake project requests including review and analysis of requirements, scope and level of effort assessment, and talent assignments to increase productivity and save in labor
- Collaborated with design leadership to operationalize decision-making, requirements gathering, scheduling, resource allocation, coordination of teams and approval processes
- Provided strong team development, mentorship and leadership with an emphasis on cross-team collaboration and UX best practices

### Senior UX Designer

- Maintained a user-centered design approach to solve complex design problems and create on-brand digital design solutions across devices and platforms that met requirements and business goals
- Organized brainstorming sessions, design reviews, and iterative user research sessions with team members and stakeholders to align project understanding, clarify design decisions, and define research and market analysis study needs
- Fostered partnerships with the business team to develop use cases and translate requirements into site architecture, user flows, wireframes, visual designs, and prototypes within scrum agile environment
- Collaborated with development teams to build experiences: provided functional and design specifications, creative assets, and reviewed finished interfaces to ensure implementation of functional solutions
- Presented strategic design solutions and presentations to UX counterparts, product and engineering teams, stakeholders, and executive leadership
- Designed and developed interface iconography: program group, toolbar, menu bar, tree directory, cursor and animated icons
- Established and promoted interaction design guidelines, standards, patterns, libraries, and principles across the organization

### UX Governance Committee Lead

- Coached a cross-functional design team of information architects, visual designers, usability specialists, and content to streamline consistency and promote reusability of digital design standards and patterns
- Delivered process flow diagrams, html pattern templates, usage specifications including context of use, interaction, and behavior of web components
- Partnered with business and development for inception, integration, documentation, and delivery including creative reviews and approvals with management and leadership

### User Research Specialist

- Facilitated user research studies including lab-based and field studies, contextual inquiry, focus groups, and card sorting analysis included data collection, analysis and final report delivery
- Partnered with design, product management, and development to prioritize research initiatives and guide product development
- Formulated research test questions including task definition and user interaction scenarios
- Collected user information data via online questionnaires to develop user profiles and personas

## Employers

AT&T Mobility | Business Digital Experience | 2007 – Present  
Siemens Healthineers (Spherion) | Human Factors Engineering | 2006 - 2020  
SumTotal Systems (formerly Click2learn) | Product Development | 2001 - 2005  
Razorfish (formerly Avenue A) | Technology and Software | 2000 - 2001  
Microsoft (Filter) | 1991 - 1999, 2005 - 2007