

Experience Design

Data-Driven Responsive Design
Information Architecture
Interaction and Visual Design
Storyboarding
User Flows
Wireframe Development
Rapid Prototyping
Project Management
Strategy Planning
Requirements Development
Functional Design Specifications

Research

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

Tools and Methodologies

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

Education

Bachelor of Science
Visual Design and Computer Graphics
University of Oregon

Associate of Arts
Commercial and Graphic Art
Advertising Art School

Awards

Webby Award - Lowe's Mobile App
Certified SAFe 4.6 Agilist
AT&T Visionary Award
AT&T Amazing! Gold Individual Award
Patent Microsoft Duet / SAP 1.0

Volunteer

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

Karen C. MacCubbin

Redmond, WA 98053 | 425 443-7963 | maccubbin@centurytel.net
Portfolio: <http://kmaccubbin.com/> | LinkedIn: <https://www.linkedin.com/in/karenmaccubbin/>

Lowe's Companies, Inc. | Digital User Experience

Senior Product Designer

- Led the e-commerce architecture and design of high-quality and engaging Web and Native enterprise application experiences including Home, Catalog, and Product Details pages
- Defined and maintained adaptive Product Details Page template and framework enabling dynamic layout flexibility and contextual prioritization of information based on customer intent, product category, and fulfillment scenarios
- Evolved and delivered scalable component standards for enterprise design systems and libraries to support long-term maintainability and cross-category consistency
- Collaborated with Research to conduct usability testing and uncover deep insights that informed high-impact design strategies and decisions
- Partnered with Product, Engineering, Marketing, and Analytics to align design, technical feasibility, business goals, and usability at scale

Filter (a Dentsu Company) | T-Mobile - Enterprise Technology Solutions

Senior UX Designer

- Designed and developed end-to-end creative solutions for internal tools, digital products, and web applications which service 25,000+ Frontline customer care experts
- Influenced design strategy across product pillars while articulating coherent UX vision including narratives of rationale to stakeholders using customer, business, and competitive insights
- Executed experience activities, results, and artifacts including sketches, workflow diagrams, storyboards, user flows, wireframes, prototypes, design guidelines, and style guides
- Partnered with Product, Engineering, and Business with proven ability to work with large technical teams and handle multiple projects in a fast-paced and matrixed environment
- Experience and passion mentoring and inspiring other designers, providing constructive feedback while keeping up with design industry evolution including best practices, new trends, and technologies

AT&T Mobility | Business Digital 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 B2B eCommerce product experiences
- Created responsive experience strategies through product vision, analytics, storyboards, site maps, wireframes, prototyping, and testing for end-to-end digital solutions
- 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
- Provided strong team development, mentorship, and leadership with an emphasis on cross-team collaboration and UX best practices

UX Governance Committee Lead

- Coached a cross-functional design team of Designers, Research, 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 Engineering for inception, integration, documentation, and delivery including creative reviews and approvals with management and leadership

Siemens Healthineers (Spherion) | Human Factors Engineering

Senior UX and Visual Designer

- Designed and developed web and mobile interface components for ultrasound knowledge-based workflow software including widgets, menus, and iconography: product, interface, and toolbar and the co-design of the overall look and feel

SumTotal Systems (formerly Click2learn) | Product Development

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 Engineering teams to build experiences: provided functional and design specifications, creative assets, and reviewed finished interfaces to ensure implementation of functional solutions
- Established and promoted interaction design guidelines, standards, patterns, libraries, and principles across the organization

Razorfish (formerly Avenue A) | Technology and Software

Senior UX Designer

- Designed user interface functionality and navigational architecture for marketing campaign applications ensuring a high level of usability
- Collaborated with a multi-disciplinary team alongside Content, Editors, Designers, and Research to deliver interactive solutions designed to meet the needs of the customer and business
- Translated business requirements into web site architecture schematics, wireframes, user work flow models, use cases and functional prototypes
- Partnered with Engineering teams to ensure effective implementation of functional solutions

Microsoft (Filter)

Product Designer

- Designed interactive content and application interfaces ranging from site architecture and navigational schemes to graphic design
- Implemented product team brainstorming sessions, use case scenarios, flowcharts, navigation, storyboards, prototypes, visual look and feel definition, and interface layout and production
- Facilitated user research studies including lab-based and field studies, contextual inquiry, focus groups, and card sorting analysis