

Maggi Pattillo

UX/Product Design

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maggipattillo.com

Professional skills

Design strategy & design thinking, customer flows & journeys, user research & interviews, usability testing, wireframing, rapid prototyping, information architecture, feature prioritization & strategy, visual design/UI, SEO, analytics, & user experience education.

Figma, Sketch, Adobe CS, InVision, Zeplin, Agile/Scrum, WordPress, Google Analytics, JIRA/Confluence. Working knowledge of SQL, HTML5, CSS.

Experience

Frog Design

Assoc. Design Director (2022-)
Sr. Experience Designer (2019-2022)

User research, customer journeys & flows, rapid prototyping, UI design. Clients include Amex, BCBS, HP, IKEA, Wells Fargo, Vanguard, Caesars Palace, Ceridian.

SingleCare

(2018 - 2019)
UX/UI Designer

Based on site metrics and conversion data, redesigned key customer interfaces to streamline conversion flow; designed & conducted A/B tests.

Cake & Arrow

(2017 - 2018)
UX Designer (Consultant)

Ran design thinking workshops with clients, sketched concepts and created user flows, wireframes, and clickable prototypes. Clients include MetLife, ProSight, and Unqork.

Collectrium, a Christie's Co.

(2016 - 2017)
Product Owner (Consultant)

Designed innovative mobile & desktop experiences to utilize database of 12M art world transactions, including utilizing machine learning for proprietary pricing tool.

Artnet.com

(2010 - 2015)
Product Manager

Product launch: Artnet News site & CMS (avg. monthly pageviews after 12 mos: 2.5M unique)

Education

Drexel University

Graduate-level coursework, Library & Information Science

New School for Social Research

BA, Visual Studies
(Concentration in Contemporary Art)

Relevant courses: Information Architecture, Statistics, Information Resource Design, Information Visualization