

Mackenzie Sheffield

Lead Product Designer| Developer

Contact

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Education

BrainStation
Aug – Oct 2022
Introduction to Data Analytics

UofT: Continuing Studies
2020 – 2021
UI/UX Certification Bootcamp

CSCB Development
Remote
Mid – Late 2019
Introduction to Canadian
Customs & Border Procedures

University of Guelph
Guelph, ON
Attended 2015 – 2017
Bio-Medical Toxicology

Objective

Mackenzie's a fun-loving Ontarian now living in Calgary, AB. She's been a self-taught graphic designer since the age of 15 and is now a certified Product Designer. She's all about creating intuitive designs that prioritize user experience and accessibility. Mackenzie completed a 6-month UI/UX Bootcamp at the University of Toronto: School of Continuing Studies as well as a BrainStation Data Analytics course to hone her skills. She is always striving to grow her skills in the design industry and is excited to reach new heights.

Experience

May 2022 - Present

Lead Product Designer | Developer • StayShure

I design and create web-based apps using low-code/no-code Bubble.io, specializing in various financial applications. I guide teams, communicate with clients, and complete *Discovery Packages*, including Figma wireframes/prototypes, ERD charts and more. I attend weekly team and client meetings and advocate for both parties to ensure a meaningful connection that keeps developers excited and clients coming back for more.

January 2018 ~ June 2021

Operations Supervisor • Multi Transport & Logistics Ltd.

I coordinate air and ocean freight in Canada and the US, managing the process end-to-end and developing cross-functional systems for key accounts. I also support customs brokers and other collaborators to ensure timely delivery. I rebranded and designed the company website using Adobe Illustrator and Word by creating wireframes, user flows, and copy.

October 2019 – April 2020

Operations Coordinator • Hellmann Worldwide Logistics

I coordinate airfreight in Alberta, Manitoba, and Saskatchewan nationally and internationally, with customized service for key accounts. I promptly handle import and export documentation and meet weekly and monthly KPIs to ensure good team performance. Also, I write monthly articles for the Calgary Branch as an honorary member of the internal marketing team to bring awareness to our all-female branch.

Technical Skills

UI/ UX Design
Adobe Illustrator
Airtable
Backendless
Bubble.io
Figma
Lucid Chart (ERD)
MySQL
Tableau (SQL)
Postman
Visual Studio (or Sublime)
CSS, HTML, JS

Key Skills

Project Management
Double Dimond Design
Information Architecture
Code Conversational
Prototyping
User Research
User-Centred Design
Copywriting
SOPs Developer
Collaboration
Leadership

Communication

In the past year, I've quickly progressed from having no industry experience to becoming a Product Owner in my current company. My expertise lies in developing user-friendly and intuitive financial and government-based applications with intricate databases and business structures. I build clients' confidence in myself and my team by listening attentively and asking meaningful questions, which enables me to deliver a detailed picture of the desired behaviour and look of the app right from the first meeting. Even if the sales team sends an email with short notice, I can deliver wireframes, an ERD chart, and 15 user stories while having an in-depth knowledge of the client company.

Leadership

As of February 2023, I officially became the Co-Lead and Product Owner, leading my projects since September 2022. My leadership style is all about "lending a shoulder" with an open virtual door policy and prioritizing ideas. We also make time for games every Friday (shh, don't tell the boss). I'm fortunate to work with an all-star team of developers who always exceed expectations, making us the most profitable team in the company. In the past six months, I've participated in our internal CTO-for-hire program, honing our leadership and business skills.