Meghan MacMackin

Lead UX Designer

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(351) 230-3247

DESIGN SKILLS

UX Design, UI Design, Design Systems, Team Leadership, Project Management, Conversion-Centered Design, Responsive Design, Cross-Brand Design, Collaboration & Communication, Brand Consistency, Mentorship & Training, Stakeholder Collaboration

DESIGN TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Webflow, Github, Atlassian, ClickUp, HTML/CSS, Agile Methodology, Accessibility (WCAG)

EXPERIENCE

RYNO Strategic Solutions, Remote - *Lead UX Designer*

FEBRUARY 2025 - JUNE 2025

- Lead the design process for rapid-deploy websites, overcoming roadblocks and developing new components.
- Guide a team of 20 internal and external designers in building custom websites within a design system, ensuring alignment with development constraints on a rapid-deploy template.
- Provide mentorship and training for internal and external design teams on responsive design, design processes, and design systems.
- Consult with private equity firms to design templated website designs that integrate cross-brand functionality, while prioritizing conversion rates.

RYNO Strategic Solutions, Remote - *Senior UX Designer*

AUGUST 2024 - JANUARY 2025

- Managed up to five web projects concurrently, overseeing each stage from initial mockups and client revisions to development handoff.
- Worked with leadership to define workflows and processes that streamline design team efficiency.
- Owned and optimized the design system by creating new components and variables, ensuring alignment with UX and business best practices.

RYNO Strategic Solutions, Remote - *UX Designer*

May 2023 - AUGUST 2024

- Designed visual assets, such as social media, PPC, and blog graphics, for clients that maintained consistent branding across all platforms.
- Managed the design ticket queue system, managing multiple client updates and ensuring team members met due dates.
- Collaborated across various teams, including project managers, development, SEO, and content, to ensure a smooth website launch.

Branch Cut, Inc., Remote - *Product Designer*

OCTOBER 2021 - FEBRUARY 2023

- Served as the sole UX Designer at a startup company within a team of four, building and maintaining a component library in Figma for TableRaven, a web-based gaming assistant.
- Conducted competitive analysis, developed user flows, and designed site hierarchies, using this information to inform designs of the website and application.
- Collaborated closely with stakeholders, including the Founder/CEO, to ensure business constraints were considered throughout the design process.

EDUCATION

Lesley University, Cambridge, MA - *Bachelor's of Science, Design for User Experience, Minor in Psychology*

JANUARY 2021 - MAY 2022

Summa Cum Laude

Massasoit Community College, Brockton, MA - *Associate's of Science, Human Services*

JANUARY 2014 - DECEMBER 2017

Phi Theta Kappa Honor Society