

Justin McDonald

User Experience Design

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Professional Experience

Public.com

2021-Current

Senior Staff Designer

San Francisco, CA

Led design for Web team and Growth team at the Fintech company Public.com.

- Created easy-to-use investing tools on iOS, Android, and the Web.
- With a partner, designed the companion Web site to the Public mobile application.
- Led the Growth team's design initiatives to test content on our Feed.
- Led design on SEO initiatives that raised our rankings and improved acquisition.

Teachable

2021

Product Design Manager

San Francisco, CA

Managed a team of four product designers working across multiple business units.

- Led design hiring and management of design contractors.
- Led efforts to adopt standard design system with global system team.

Chegg

2018-2021

UX Design Manager

San Francisco, CA

Led design efforts for five business units across Chegg's suite of EdTech products.

- Launched an innovative chat-based tutoring system.
- Launched Chegg Flashcards, after the acquisition of a startup.
- Leading design efforts on a company-wide SEO initiative.
- Hired and managed remote teams.
- Led design efforts on a company-wide responsive web initiative.

Expedia

2015-2018

Design Lead, Hotwire

San Francisco, CA

Led design for the hotel and car business across web and mobile platforms.

- Led design for the hotel and car business on the Hotwire website and mobile app.
- Created new features that increased conversion.
- Redesigned existing features to improve usability without sacrificing conversion.
- Collaborated with product leaders to prioritize roadmaps.
- Led design on Google Sprints for fast validation of concepts.
- Prototyped new technologies, including AR.

Electronic Arts

2012-2015

User Experience Designer, Pogo

Redwood City, CA

Created games and features for EA's casual game subscription service.

- Redesigned the Pogo subscription funnel, increasing registrations by 10%.
- Created a tournament system for players to create teams and track progress.
- Designed a successful web minigame that retained players and monetized well.

Senior User Experience Designer, PopCap

San Francisco, CA

Led UX for Plants vs. Zombies Adventures, a popular Facebook game.

- Designed features to align with product management and game design.
- Drove UX initiatives based on user needs and research.
- Analyzed user tests, community feedback, and analytics to improve the game.

Skills

Agile Development

Creative Direction

Design Sprints

I.A.

Figma

Game Design

Graphic Design

Interaction Design

Managing Teams

Mentoring

Problem Solving

Typography

UI Design

UX Design

User Flows

User Research

User Testing

Wireframing

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Professional Experience

Zynga

2011-2012

Lead Experience Designer, FarmVille

San Francisco, CA

Managed five UI designers for FarmVille, an industry-leading casual game.

- Managed the team while also designing features for aquisition and monetization.
- Art directed features and marketing material for the game.
- Built scalable and testable Flash designs for 30M daily active users.

Electronic Arts

2007-2011

Art Director, Pogo

Redwood City, CA

- Hired and managed a remote team in Montreal, QC, and a local team in California.
- Developed a consistent brand look across Web, mobile, and Social Media.

Lead Designer, The Sims

San Francisco, CA

Led the transition from Sims 2 to Sims 3, with marketing and product design support.

- Led design for TheSims3.com and Sims 3 online store.
- Designed websites and logos for The Sims On Stage and The Sims Carnival.
- Designed marketing landing pages and HTML emails for The Sims 3.

Real Networks

2002-2007

Senior Designer, Rhapsody

San Francisco, CA

Supported Marketing and Product Design for the Rhapsody Music streaming service.

- Created mockups and wireframes for the Rhapsody Web and client products.
- Designed websites and landing pages for the Rhapsody product team.
- Designed advertisements and HTML emails for the marketing and editorial teams.
- Managed and art directed freelance designers.

Education

California College of the Arts, Graphic Design.

University of Florida, Journalism. Bachelor of Science in Public Relations.