Ina McCoy

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Objective

A full-time position within an organization that focuses on creating products with harmonious user experiences, where user centered concepts and designs are applied.

Skill Synopsis

User experience lead and visual design professional with excellent organizational, analytical, problem-solving, verbal and written communication skills. Learns new concepts quickly, works well under pressure, and in cross-functional teams, including developers, product managers, and designers. Experienced with print/web design concepts, excellent attention to detail, and has an outstanding knowledge of Axure and the entire Adobe Creative Cloud. Passionate about design and creating enjoyable and rewarding user experiences through designs.

Skill Set

Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Axure, Balsamiq, Omnigraffle, Microsoft Excel, Microsoft One Note, Microsoft Power Point, Microsoft Word, Microsoft Visio, Microsoft SharePoint, Oracle, Sketch, Keynote. Platforms include Macintosh and Windows.

Professional Experience

Senior UX Designer
curriculumassociates.com

Curriculum Associates (K-12 Educational Publishing)

January 2016 – Present | North Billerica, MA

- Work closely with business analysts, product stakeholders, software engineers, and other designers to define the user experience for web applications based on technical constraints and business objectives
- Identify navigation, page flows and data layouts, ensuring that all the designs have a consistent look and feel, and follow best practices
- Create and follow design guidelines, defining the UI for new and existing products, developing workflows, mockups, and interactive prototypes to effectively communicate design ideas
- Advise the business about user interface design and usability best practices, trends, and other UX design standards while making recommendations that best support the achievement of business objectives
- Create user test guides for user testing and create usability reports with results, and recommendations based on data gathered, to present to stakeholders
- Contribute to the continuous improvement of the UX department and its staff by promoting state-of-the-art designs, methods, standards, and development techniques

Senior UI/UX Designer
farmpd.com

Farm Design (Medical Device Product Development)

March 2015 – January 2016 | Hollis, NH

- Responsible for deliverables and maintaining a perspective on overall project deliverables given internal and external program constraints such as client goals, budget and schedule
- Conceptualize, create, and develop new interfaces involving aspects information architecture and visual design having a high level of sophistication, complexity, and/or breadth of scope while applying advanced knowledge of user interface principles
- Design the workflows, blueprints, information architecture, navigation, wireframes, prototypes, and specifications for user interfaces
- Work with user research and industrial design team to implement designs that meet user needs and requirements while applying a high value to functionality and usability
- Provide accurate, well-defined, and articulate verbal and written presentations to clients and other team members that effectively communicate the value of designs
- Contribute to the continuous improvement of the UX department and its staff by maintaining an awareness of and promoting state-of-the-art designs, methods, standards, systems, and development techniques

**Associate Director,
Experience Strategy
and Design**
makibie.com

Makibie (Branding and UX Agency | Start-up)

October 2013 – March, 2015 | Nashua, NH

- Serve as UX lead on client engagements, translating business needs into user experience solutions on software applications for desktop, tablet, and mobile
- Provide thought leadership in the assessment of existing properties for usefulness, usability, visual design, content, and branding
- Identify opportunities to create business value and improve the user experience
- Define best practices and standards for persona development/behavioral segmentation
- Develop organizational models, affinity maps, sitemaps, process/screen flows, and wireframes; present deliverables to senior clients
- Create visual designs and conceptual wireframes based on client requirements
- Create user test guides for quick user testing on UserTesting.com and create usability reports with results and recommendations based on data gathered to present to clients

**Associate Director
of User Experience**
hhcc.com

Hill Holliday (Advertising Agency)

April 2012 – October 2013 | Boston, MA

- Serve as UX lead on client engagements, translating business needs into user experience solutions on all digital projects
- Lead participatory design/user testing activities across accounts
- Drive, oversee, and provide thought leadership in the assessment of existing sites/properties for usefulness, usability, visual design, content, and branding
- Develop and maintain relationships with key client stakeholders
- Lead participatory requirements gathering activities and present feature lists and requirements documents to senior clients
- Lead stakeholder interviews; present findings to large client groups in workshop settings; facilitate conversations to ensure stakeholder alignment
- Develop organizational models, affinity maps, sitemaps, process/screen flows, and wireframes; present deliverables to senior clients
- Estimate, plan, and lead all UX work (IA and Content Strategy) in any size project

Interaction Designer
digitas.com

DigitasLBi (Advertising Agency)

January 2011 – April 2012 | Boston, MA

- Reviewed research on competitive websites, existing web initiatives, past web projects and consumer research
- Conducted primary research activities
- Synthesized research findings to aid the project team developing web site architectures
- Collaborated with project team members and clients to develop organizational/structural concepts for websites
- Translated concepts into effective information architectures
- Collaborated on the development of labeling and categories with card sorts
- Prepared IA documentation (site architectures, wireframes, use cases and task flows, etc.) to be used by the production team
- Ensured IA documentation was updated and distributed to the production team as needed
- Created interactive prototypes using Axure

User Experience Designer
kbace.com

KBACE Technologies (A Cognizant Company | Consulting)

July 2004 – January 2011 | Nashua, NH

- Major projects include: interface and visual design for web software applications, and SharePoint websites
- Created process flows, diagrams and wireframes, to effectively communicate high-level design strategies, detailed page designs and user interactions
- Responsible for all design phase processes including concepts, paper prototyping, interactive flow, wireframes, usability testing, visual design, and development
- Worked proactively with product managers, and developers to create, document, and implement interface designs that met the clients' business needs
- Performed usability testing and analysis with the team to share input and feedback and assure the consistency among features within the product
- Presented design work to product and executive teams for review and receive feedback
- Conceptualized, designed and maintained the company's website

Education

Southern New Hampshire University
snhu.edu

MS, Marketing
2007 – 2010

Massachusetts College of Art & Design
massart.edu

BFA, Graphic Design
2001 – 2006