

Senior UI/UX Designer

# Maggie Cook

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## Experience



### It Works! Global | Senior UX Manager

February 2022 — Present

Lead UI/UX Designer | June 2021 - Feb. 2022

U/UX Designer | Oct. 2019 - June 2021

Responsible for a full redesign of 3 digital products, with a variety of demographics to consider and mobile first mentality.

Proposed UX and UI solutions that increased customer retention, DAUs, and AOVs and used data from analytics & user research to make decisions.

Worked closely with developers to build out user stories and make sure experiences were seamless and ADA compliant.

Built fully functioning prototypes for customer focused shopping apps, and backoffice apps to gain stakeholder buy-in.

Implemented a design system & built a UX department from a team of 1 to a team of 5.



### MissFits | Head of Branding

March 2019 — February 2022

Co-Founded and branded MissFits from scratch.

Created an annual printed magazine that was distributed digitally through our website, and physically through events and contents.

Design the website and initial social content.

Worked with partners to build out business plans.



### Carney | Senior Designer

January 2019 — October 2019

Graphic Designer | Oct. 2015 - Jan. 2019

Was the lead designer for a variety of clients.

Designed full websites and worked with developers to implement.

Built out marketing email campaigns and implemented segmentation best practices.

Lead rebranding efforts for the agency and other clients.

## Tools

Figma  
Sketch  
Adobe Creative Cloud  
Miro  
Google Analytics  
HotJar  
Typeform  
Wordpress  
Squarespace  
UnBounce  
Wrike  
Notion  
Basic HTML & CSS

## Skills

User Interface Design  
Design Thinking  
User Flows  
Journey Mapping  
Wireframing  
Prototyping  
Workshopping  
User Testing  
Team Management

## Education

Endicott College 2015  
Bachelors in  
Communications with a a  
concentration in Graphic  
Design

UX Certification 2020  
Nielsen Norman Group