# HILL • MCLAUGHLIN

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UX Portfolio | Full Portfolio | Linkedin

## Product Manager | UX UI Designer

Highly skilled, agile focused product manager & designer with 10+ years of well-rounded professional experience. Excels at planning & problem-solving at every phase of the product life cycle. A fast learner & seasoned leader that strives to deliver value & create user-first solutions that are both efficient & elegant.

## EXPERIENCE

### Product Manager | Kessel Run | Boston, MA | Feb 2023 – Present

Coordinated a team of developers & designers while performing agile development for feature updates to Kessel Run's enterprise reporting systems. Assessed & prioritized features based on user needs. Defined problem statements, composed user stories, & shipped product releases via GitLab. Delivered product updates & research presentations to key stakeholders. Introduced & established business practices that improved overall outcomes.

### Product Designer | Kessel Run | Boston, MA | Nov 2021 – Feb 2023

Designed & implemented features to improve the UX / UI of Kessel Run's enterprise reporting systems. Worked with users & stakeholders to ideate & validate new feature concepts. Planned & conducted org-wide user research & user interviews to compose & test design concepts. Planned & executed design research & built product strategy based on research findings. Established high-level information architecture. Planned & tested user flows. Designed wireframes, & high-fidelity prototypes. Iterated on designs to progress user research. Championed a customer-centered approach.

### Solo Product Engineer | CutieBoard® Charcuterie Simulator | Randolph, MA | May 2021 – Jul 2021

Designed & engineered *CutieBoard® Charcuterie Simulator* for iOS. Ideated on user research. Designed the UX/UI in Figma & engineered the final deliverables in GML. Created, refined, & curated all digital art & copy assets. Generated & managed all social media marketing materials. Shipped & published mobile & tablet versions to the iOS app store.

### Creative Director | Melville Candy | Randolph, MA | Apr 2009 - May 2021

Oversaw the design & development of all creative content for Melville Candy Company. Founded Melville Candy's in-house Design & R&D departments & authored all subsequent procedures. Established design system & managed all related product lines. Produced & delivered on strategic objectives. Effectively directed the overall organization, prioritization, & follow-through on all design projects, resulting in more efficient procedures, leading to business growth. Worked directly with high-profile clients to customize private-label products to their unique design specifications. Forecasted project needs to ensure all goals were met. Consistently designed & delivered lucrative on-brand content. Developed, designed & maintained Melville Candy's enterprise resource planning (ERP) & content management systems (CMS). Conducted research interviews to design enterprise applications that streamlined workflows throughout all departments, improving data retention, specification compliance, & inter-departmental communication.

## EDUCATION

### Google | UX Design Certificate | Aug 2021 - Sep 2021

UX training focused on the design thinking process & designing with empathy & without bias. Planned & conducted user research. Synthesized user interview & usability study data to form insights & discover user patterns. Built design systems & created prototypes. Wrote case studies, created personas, & presented research reports.

### Filemaker Claris | Database Development Training | Boston, MA| Feb 2015

Comprehensive training in Claris Filemaker UX / UI design, scripting, & relational database architecture.

### Massachusetts College of Art & Design | BFA | Boston, MA | Sep 1998 - May 2003

Major: Graphic Design Minor: Ceramics, & Sculpture. Graduated with honors.

## SKILLS

### Project Management

GitLab, Claris Filemaker, ServiceNow, Procedural Document Design & Implementation, Business Practice Process Design, SaaS, Enterprise Workflows, Relational System Architecture, Google Suite, Microsoft Office, Mattermost.

### UX UI Design

Figma, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign, After Effects, Premiere, Animate) LucidSpark, HTML5 & CSS, Scripting, Component-Based Design Systems, Digital Asset Library Curation.

### Production Design

Graphic Design, Content Creation, CPG, Branding, Packaging, Illustration, Nutrition Labeling, Web & Print Marketing, Product Photography, Video Editing & Compositing, Animation, E-commerce, Copywriting, Client Liaison.