

Mackenzie Cameron

GAMEFUL UX DESIGNER

E-mail: theauthorm@gmail.com
LinkedIn: mackenzie-b-cameron

Phone: (714) 728 4966
Portfolio: www.inkbrookdesign.com

EXPERIENCE

UX Designer - Brazen

07/21 - 01/23

- Facilitated interdisciplinary design workshops to drive innovative solutions for recruitment teams to improve candidate engagement for virtual career events.
- Spearheaded an accessibility initiative to audit our product and produce a VPAT.
- Built high-fidelity interactive mockups to support developers and sales teams.

UX Designer - Enel X

10/20 - 06/21

- Combined feedback and quantitative metrics to better understand personas.
- Validated data visualization dashboards to ensure Energy Consumption Managers had information they needed to manage electricity usage and carbon emissions.

UX Designer - Bullhorn

10/17 - 10/20

- Built and iterated interactive mockups to drive improvements to help recruiters better evaluate and place candidates into employment opportunities.
- Led qualitative and quantitative research initiatives into our back-office products to better address the problem of candidates failing to start after receiving a job offer.

UX/UI Designer - Evil Overlords

05/17 - 06/17

- Built mood boards and conceptual mockups to align aesthetics for a visual novel.
- Worked side by side with developers to define the styling for a thematic UI.

Board Game Developer - Artana

12/15 - 2/17

- Rigorously user-tested tabletop prototypes to ensure gameplay matched the game designer's vision and the business needs of the organization.

EDUCATION

UX Immersive - General Assembly

02/17 - 04/17

- Built a portfolio of UX Design Projects.

BA Creative Writing - Ithaca College

09/07 - 05/11

- Studied concise communication.

SKILLS

Product Design
Game Design
Project Management
Content Strategy

TOOLS

Figma/Sketch/Invision
Adobe Creative Suite
HTML, CSS, & Javascript
Pendo, Google Analytics