

Mackenzie Roy

UX/UI Designer

Manchester, NH 03102

mackenzie@wickedwdd.com

(603) 717-6292 | wickedwdd.com/portfolio

[Linkedin](#)

Summary

Creative problem solver and detail-oriented UX/UI Designer with 8-plus years of expertise in website design and WordPress development. Proven ability to create products using research, empathy and design principles with cross-functional teams using industry design tools. Proficient in creating inclusive responsive designs ensuring a consistent and seamless experience.

Tools

Figma, Balsamiq, Adobe Creative Suite, WordPress, Elementor, WooCommerce

Hard Skills

Wireframing, Prototyping, High Fidelity, Info Architecture, User Research, Storyboarding, User Flows, Usability Testing, CSS, HTML

Soft Skills

Empathy, Active listening, Effective communication, Curiosity, Continuous learning

Experience

Web Designer and WordPress Front-End Developer, Freelancer | Remote | Jan 2023 – Present

- Design high-fidelity websites in Figma, ensuring alignment with project briefs and stakeholder goals.
- Apply key design principles to create logos and digital/print marketing materials using Adobe Creative Suite tools.
- Create comprehensive wireframes to guide the design process.
- Actively participate in stakeholder calls, fostering a deep understanding and alignment with their goals.
- Construct WordPress websites using Elementor, Bricks, or other builders based on client requests.

UX/UI Designer, REKS Sunglasses Internship | Remote | Oct 2023 – Dec 2023

- Collaborated with a team of designers to address REK's problem statement.
- Crafted research questions for user interviews and participated in information architecture discussions.
- Developed user flows based on competitor analysis, selecting optimal solutions through team dot voting.
- Created wireframes and prototyped high-fidelity screens for wayfinding solutions using key design principles.
- Wrote user tasks and questions for usability testing.

Web Designer and WordPress Front-End Developer, Docweb | Remote | Jan 2018 – Dec 2022

- Designed websites in Figma and design materials in Adobe Creative Suite, aligning with project briefs and the company's goals.
- Utilized expertise in information architecture to enhance user navigation and task completion.
- Maintained a high level of communication and organization to effectively manage multiple clients, prioritizing top clients and urgent requests.
- Built WordPress websites using Elementor, Bricks, or other builders, customizing based on client requests.
- Actively participated in client calls to understand and align with their goals.

WordPress Conversion Project Facilitator, Docweb | Remote | Oct 2020 – May 2022

- Documented project specifications, company standards, and setup requirements for the seamless conversion of HTML websites to WordPress.
- Provided direct and strategic guidance to contract developers during the process of converting sites to WordPress.
- Ensured contractors delivered WordPress sites adhering to company standards, contributing to the consistency of project outcomes.
- Facilitated the promotion of WordPress sites to live environments, ensuring successful implementation of the projects.
- Installed, migrated, and troubleshooted WordPress sites using plugins and cPanel for seamless transitions.

Website Maintenance Team Leader, Docweb | Salem, NH | Jan 2018 – Oct 2018

- Oversaw incoming emails and requests related to website changes and issues, demonstrating strong organizational skills.
- Managed the maintenance queue, ensuring timely completion of tasks within the company's turnaround time, with a focus on prioritizing high-priority and time-sensitive assignments.
- Effectively communicated with clients, addressing issues and requests and tailoring messages to their level of understanding.
- Escalated non-standard maintenance requests to account managers for resolution, contributing to efficient problem-solving.
- Utilized Salesforce for recording and retrieving account information, showcasing proficiency in CRM tools.

Junior Web Designer, Docweb | Salem, NH | Mar 2016 – Jan 2018

- Executed the design and construction of inner pages, aligning with the lead designer's home page design using Adobe Muse and Photoshop.
- Developed landing pages with a focus on maintaining on-brand marketing and engagement strategies.
- Collaborated with fellow developers and web designers, fostering inspiration, providing assistance, and contributing to professional growth.

Web Maintenance Team Member, Docweb | Salem, NH | Mar 2015 – Mar 2016

- Executed ticketed website maintenance requests proficiently using Adobe Muse, applying key design principles to ensure seamless integration with the existing website.
- Adhered to company procedures, consistently delivering tasks to the company's high standards.
- Demonstrated effective communication, escalating tasks to the team leader when necessary for efficient resolution.

Education

Utica College | Utica, NY
BS in Criminal Justice

Courses

UX & UI design,
Careerist.com