

# Mackenzie Steele



## Senior Product Designer

[mackenzie-steele.com](http://mackenzie-steele.com)  
[hi@mackenzie-steele.com](mailto:hi@mackenzie-steele.com)

## Expertise

UI/UX Design  
Design Systems  
Strategic Design Thinking  
User-Centered Design (UCD)  
Design Leadership  
Product Strategy  
Interaction Design  
User Research  
Prototyping  
Usability Testing  
Information Architecture  
Collaboration with Devs  
Stakeholder Management  
Accessibility Standards  
Documentation  
HTML  
CSS  
Typography  
Branding Guidelines  
Illustration

## Tools

Figma  
Sketch  
Illustrator  
Photoshop  
Lightroom  
InDesign  
Framer X  
Miro  
InVision  
Zeplin  
Marvel  
Flow (animation)  
Principle  
Axure RP  
Balsamiq  
Procreate  
Google Workspace  
Microsoft Office  
Atom/Coda  
GitHub  
Asana  
Confluence  
Jira  
Monday

## Experience

### Senior Product Designer / Freelance (Agency)

October 2021-Present

Created design systems, adapted existing design systems, and documented new rules and guidelines based on look and feel. Designed user interfaces, interactions, visual systems, guidelines, and graphics. Concepted and collaborated with strategy, creative, UX, and technology. Delivered crafted presentations to clients. Mentored and managed junior designers.

### UI/UX Designer / Supply (Agency)

September 2019-October 2021

Produced wireframes, sitemaps, flows, decks, prototypes, user journeys, and personas. Designed user interfaces, visual systems, and interactions across various platforms. Created custom illustrations and iconography. Led the design team, mentored and managed junior designers.

### Visual Designer / Treehouse (In-House)

January 2018 – September 2019

Created experience maps, wireframes, personas, user flows and improved the Treehouse UI. Evolved the Treehouse design system and set overall art direction for campaign executions, social content, and photo/video shoots. Designed and maintained branded touch-points such as landing pages, emails, sales decks, white papers, banner ads, and other marketing creative. Executed visual concepts through final production and tracked analytics weekly to optimize and ultimately exceed conversion goals.

### Brand and Web Designer / Makespace! (Agency)

September 2015 – October 2017

Designed brand systems, websites, apps, and a wide variety of digital and physical experiences for over 50 clients. Worked on a multi-disciplinary team in a highly collaborative environment from concept to launch.

## Education

### The Modern College of Design

2013-2015

Associate Degree of Applied Business in Advertising Art

Studied graphic and web design, web development, illustration, photography, business of advertising, and marketing.

### Treehouse

2018-2019

UX Design

User research, wireframing, prototyping, information architecture, usability testing, UI design, interaction design, empathy, problem-solving.