

Cheryl MacDonald

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Skills

User Experience Design, Testing, and Development • Sketch • Adobe Suite HTML5 CSS3 • jQuery JavaScript • XML • Git/GitHub • Node.js • SASS/LESS • Motion Design • Information Architecture Project Management • Agile • Team Development and Management • Product Management

Platforms

Web • iOS • Android • Windows • Xbox One • Xbox 360 • Playstation 4 • Playstation 3
Amazon Fire TV • Apple TV • Android TV • Samsung Smart TV • Roku

Major League Baseball Advanced Media • 2015 - Current

Team Lead, Design Technology

Primary contributor and stakeholder to two versions of a Node.js-based prototyping platform that allows design team to quickly develop and iterate on high-fidelity designs and conduct user testing; started and managed Design Technology group within the design team to focus on design and technology integration, prototyping, and motion study; planned and conducted user testing for multiple platforms and products using our internally-developed prototypes; executed UX design and development on projects for clients like GoPro, HBO Now, and the MLB.tv app for more than 8 platforms; incorporated directly with engineering teams to define UX implementation strategies and best practices; mentored designers and front-end developers to encourage cross-team collaboration to product high quality video experiences; spearheaded discovery and design thinking on the Partner Product and Design Team for new platforms and new SDKs

Vertigo Software • 2012 - 2015

Senior Creative Developer

Unified design and development teams to provide high levels of polish to apps for clients like Disney, NBC Universal, NBA, and Showtime; architected and implemented front-end solutions to UX engineering challenges involving layout, transition, and styling to push the limits of platforms and create beautiful user experiences; oversaw UX implementation on teams of up to 12 spanning two to three platforms in conjunction with development and project management leads; helped to develop a culture of engineering and design integration and sharing; coordinated intern projects and mentored over a dozen college students; defined job titles and project staffing as part of team leadership

Clairmail/Monitise Americas • 2012

UX Developer

Crafted and developed UX for whitelabel banking apps on Android, Windows Phone, and iOS; pioneered and documented effort to develop tools to streamline whitelabel process between customer support and engineering; introduced the use of CSS preprocessing to eliminate redundancy in branding effort

Volunteering

Girl Scout Gold Award • 2005 | Robotics & Programming Instructor • Girl Scouts Northern California Mentor • XX+UX Group for Women in User Experience

Guest lecturer and UX/IA advisor for Software Development classes • Sonoma State University

Guest speaker at Berkeley Innovation • Fall '15 | Colloquium speaker at Sonoma State University • Fall '14