

My name is **MAC COLBURN**

I am a **PRODUCT DESIGNER** living in **SAN FRANCISCO, CA**

I bring a background of social research + business to product design

Let's connect at hello@igobymac.co + check out my portfolio at www.igobymac.co

EDUCATION

University of New Hampshire, Sociology (I geek out over human behavior) + Justice Studies

summa cum laude

General Assembly, Visual (UI) Design + User Experience (UX) Design

Mobile and desktop user interface + experience design; participated in design reviews; delivered high fidelity prototype + specs

EXPERIENCE

I was an **OPERATIONS** specialist at **SQUARE** from **2016** to **2019**

where I focused on **CORPORATE GOVERNANCE + DEVELOPMENT**

Content strategy + corporate development with involvement in Board presentations and M+A

I was a **SENIOR LEGAL ANALYST** at **CITIGROUP** from **2013** to **2016**

where I focused on **CAPITAL MARKETS + INSTITUTIONAL BANKING**

Business acumen + negotiation with involvement in investor presentations and transaction execution

I was a **RESEARCH INTERN** at **UNIVERSITY OF NEW HAMPSHIRE** in **2012**

where I cultivated a **SOCIAL RESEARCH PLAN** + aggregated collected data into result summaries

Authored article on the relationship between violent video games + desensitization of aggressive behavior

IMPACT

I seek to not just **SOLVE PROBLEMS** but to **MITIGATE RISK** + identify areas to **INNOVATE**

- Proactively identified growth opportunities for the Square team; designed consistent governance processes that promoted greater productivity, risk management, cross-functional collaboration, and efficiency
- Spearheaded re-design of Citigroup's transactional documentation to achieve consistency + alignment with industry best practices

I have 6 yrs of experience **ROADMAPPING** + **SHIPPING** projects on a tight timeline

- Delivered strategic insights + designed content for Square's Board meeting materials; implemented structured team roadmap that improved excellence in delivery + accountability; presented in regular status updates with key stakeholders
- Thrived in Citigroup's fast-paced + dynamic deal flow, which required overseeing + negotiating up to 30 work streams at once to execute transactions; influenced cross-functional alignment amongst internal business partners, external advisors, and clients

I gravitate towards helping others level up through **MENTORSHIP** + am a fierce advocate for **COLLABORATION**

- Facilitated strategic direction + collaboration among content creators for Square's annual policy review
- Took lead in design, development + implementation of a global training program at Citigroup; mentored 4 team members + co-led internal training for 60+ associates for mergers + acquisitions

SKILLS

Design — *Adobe XD, After Effects, Photoshop, Illustrator, Figma, Sketch, Maxon Cinema 4D, Webflow*

UX Research — *competitor analysis, journey maps, interviews/surveys, wireframes, information architecture, personas*

Prototyping — *InVision, Framer, interaction design*

Handoff — *interaction models, design systems, presentations, storytelling, writing*

Team — *leadership, collaboration, humility, communication, empathy, motivational, constant self-improvement*