

Steve Mackley

773-841-6176 • steve.mackley@pm.me • stevemackley.com • [linkedin.com/in/mackley](https://www.linkedin.com/in/mackley)

Summary

I build and scale UX practices and product design teams. With two decades of experience (from lean startups to online products used by millions), I can help growing organizations bridge the now with their next.

Speaking Experience

- **Interfolio Virtual Summit 2020:** Ask Me Anything
- **Dribbble Meetup Vienna 2019:** Switching Into Design Careers
- **TechBUZZ Fall 2018:** UX/UI Roundtable
- **DMAW EF Professors Institute 2016:** Data Visualization in a Social & Mobile World
- **ASAE MMC Conf 2015:** Infographics for the Social Sector
- **South By Southwest Interactive 2015:** UI Patterns (Then & Now) Workshop
- **UXCamp DC 2015:** UX+Agile =Huh?

Volunteer/Mentoring

- **AIGA DC—Design Continuum Fund 2016, 2017, 2018:** Board Member (Web Design)
- **Shine Mentoring Program 2016, 2017, 2018:** Mentoring for Mid-Career Designers
- **Artist-in-Residence 2015:** Salisbury University, MD

Education

BFA: VISUAL COMMUNICATIONS

- Illinois Institute of Art (2008)

MPA: PUBLIC POLICY & MANAGEMENT

- Univ. of Pittsburgh (1999)

BA: ANTHROPOLOGY

- Univ. of Pittsburgh (1996)

Work Experience

INTERFOLIO (1/18–PRESENT)

Managing Creative Director (Head of UX/Product Design)

- Direct day-to-day activities of the Product Strategy department and directly managing the User Experience team members.
- Work closely with Product, Support, and Engineering from strategy, planning, architecture, through tactical execution of the Strategic Plan and Product Roadmap.
- Establish UX research and design processes and standardizing toolsets
- Tell the story of the user, their jobs-to-be-done and create consensus around user outcomes by continuously assessing user touch-points.
- Interface with C-Suite and SVPs to represent design's position and expand the experience design practice by serving as a thought leader.

BEACONFIRERED (2/14–1/18)

Director of User Experience

- Expanded the experience design practice, while promoting user-centered design approaches to our social-good clients.
- Designed web content and IA—websites, emails and landing pages, and donation forms to improve user acquisition, seo, and conversion.
- Grew, lead, and directed a team of 5 information architects, interaction designers and content strategists.

ZS ASSOCIATES (10/13–2/14)

User Experience Lead

- Managed estimates, workflow and UX team coordination for the Javelin™ software platform, as well as client-facing work.

CRATE AND BARREL (6/13–9/13)

UX/Design Consultant

- Mentored and trained staff on agile/lean UX workflows.

SEARS HOLDINGS (11/12–6/13)

User Experience Manager

- Managed estimates, workflow and resource allocation for UX projects.
- Provided guidance over the creation of use cases, sketches, wireframes, prototypes, and other UX deliverables.

REALTIVITY (KCURA) CORPORATION (10/11–10/12)

UI|UX Designer

- Designed all aspects of Relativity's user interface and experience including layouts, icons, typography, color palette, and UI elements.
- Oversaw a team of 4 FE devs to re-design the Relativity™ platform.

WALGREENS (4/10–10/11)

Associate Creative Director—Online Pharmacy

- Direct editorial and visual web design serving B2C and B2B audiences.
- Design content for desktop or mobile experiences to optimize retention, seo, and conversion.
- Built, managed, and directed 3 teams of interaction designers, graphic designers and copywriters.

Recommendations

“...Steve consistently displayed the ability to juggle multiple large projects and deliver high quality results on time. He relates well with any personality type, treats his staff with respect and trusts in their abilities to complete the tasks they’ve been assigned...”

Matthew Olsen

Creative Director, Aspen Marketing

“Steve is an excellent collaborator and a natural leader. ...He has a way of communicating complex concepts easily and excelled at engaging stakeholders and effectively selling his ideas...”

Crystal Neiwem

Sr UX Architect, Grainger

“Steve is an excellent mentor who always encouraged me to reach higher than I could imagine... The guidance I received from him would increase my confidence, challenge my self doubts, and craft a strong story in my portfolio and resume....”

Marie Claire Andrea

Mentee, AIGA

“Steve is a true leader. Working with him was simply fantastic! ...Steve is the mentor type that many people seek. Fantastic team player, great sense of humor, always makes you feel like you’re part of something big...”

Maggie Biernacki

Senior Designer, Snapfish

“Steve has great intuition and easily grasps user needs and business problems. He consistently takes complex workflows, tasks, and data and presents them in a way in intuitive and forward thinking ways.”

Shehaam (Flot) Houkal

Dir. of Product Management, Cuddly

Work Experience - continued

FREELANCE (10/05 – 4/10)

Art Director /Interaction Designer

- Developed concepts and designed print materials— newsletters, annual reports, advertisements, flyers and logos; as well as, website messaging, emails, landing pages, micro-sites; and e-commerce product pages.
- Clients included: Schneider Electrical, Koenig& Strey Real Estate, D300 Community School District, IBM, and Elite Communications.

THE AMERICAN VETERINARY MEDICAL ASSOCIATION (10/09 – 1/10)

Art Director (contract)

- Assessed, inventoried, and organized news content for optimal readability and interest by *The Journal of The American Veterinary Medical Association* readers. Provided art direction to editorial and design staff.

OMNICOM GROUP—AGENCY.COM, IL (5/08–11/08)

Lead Designer: Hewlett Packard Account

- Directed a team of designers and copywriters to develop brand standard guidelines for HP’s *What Do You Have To Say* media campaign.
- Directed and designed interactive work including website messaging, email campaign, landing pages, and micro-sites; as well as e-commerce product pages.

MONTGOMERY COUNTY PUBLIC LIBRARIES, MD (1/01–7/04)

Manager, Planning & Evaluation

- Created research summaries, copy decks, infographics, and presentation graphics for use by executive staff and County Officials for use in public hearings, budget reviews, legislative testimonies, and annual reports.
- Worked closely with the Director to provide technical assistance with strategy, competitive analysis, budgeting, and operational planning for major projects. Designed, oversaw and managed strategic planning, research and analysis initiatives.

MONTGOMERY COUNTY GOVERNMENT, MD (12/99–1/01)

HR Specialist—Training/Organizational Development

- Developed, administered and led training and organizational development programs.

Skills

CREATIVE LEADERSHIP

Recruitment and team building; mentoring; strategic vision; client engagement; ideation and agile/lean ux

UX METHODOLOGIES

Wireframing; prototyping; a/b testing; information architecture; proto-persona development; content strategy

UX RESEARCH

Competitor analysis; heuristic analysis; goob field study/ethnography; customer journey mapping; stakeholder interviews

DESIGN

UI sketching, storyboarding, logo/icon design, brand standards, responsive and mobile design