# Geoffrey McDonald

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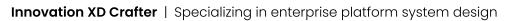**Innovation XD Crafter** | Specializing in enterprise platform system design

**HELLO.** I'm an idea person — the kind of big ideas that help grow and define companies. If you need someone passionate about experience design (XD), who understands business goals, thinks beyond the ordinary, and can inject visionary ideas to make your product a game changer, that's my mission. I am interested in joining a company where I can solve customer problems at scale and design solutions that are intuitive, user-friendly workflows that efficiently complete customer tasks.

**BESTBUY** (Seattle, WA.) – Self-Service AdTech Platform

**Lead UX Designer | 2020 - Present: Modernized and architected the BestBuy Ads platform for the first successful AdTech reporting platform public release.**

+ Facilitated design reviews from multiple customers and stakeholders validated by successful product outcomes.

+ Used UX storytelling from a customer journey point of view (POV) to increase efficiency and faster product/stakeholder buy-in.

+ Empowered developer autonomy and sprint output with clear, practical solutions from a collaborative agile UX design process.

+ Simplified complex product features into manageable story sprints using agile ceremonies as a customer-first focused team.

**AMAZON** (Seattle, WA.) – Vendor Services Platform

**Sr. UX Designer | 2020 - 2020: PRFAQ - UX Lead on a high-impact internal Contra-Cogs platform where the UX had to solve customer problems at scale.**

+ Influenced product design (OP1) AI/ML initiatives to help save millions of dollars from missed customer opportunities.

+ Successfully validated UX product improvements from customer feedback and data-driven decisions on a fast-paced agile team.

+ Created product solutions with clear guidance to the "what" and "why" outcomes using experience design thinking processes. The result: faster buy-in from product stakeholders.

**APPTENTIVE** (Seattle, WA.) – Customer Feedback Platform

**Sr. Innovation Designer | 2018 - 2020: Responsible for shipping the high-profile feature known as Fans Signals which closed the largest monetary biz dev deal.**

+ Shipped the Fans Signals, a proprietary, AI/ML technology, classified consumers into sentiment segments through the lens of loyalty and shifting brand loyalty as new product innovation.

+ Facilitated customer feedback interviews, competitive/gap analysis, and customer LTV to uncover product opportunities and new feature priorities that influenced business/software priorities.

**WIRE STONE CREATIVE** (Seattle, WA.) – Microsoft Community

**Sr. UX Designer | 2017 - 2018: Responsible for the visual refresh, agency product sign-off, and first public release redesign for answers.microsoft.com.**

+ From customer feedback, I reduced user confusion by re-architecting the internal publishing platform for support.microsoft.com.

+ Researched and presented product strategy to leadership/software dev team that influenced the new feature development.

**BITTITAN** (Kirkland, WA.) – Migration (MSP) Service Platform (15x)

**Manager / Lead UX Designer | 2014 - 2017: Lead UX designer and architected a new platform from the ground up that shipped in two years as a bootstrap.**

+ Contributed product solutions that helped the business raise the first round of funding (14 mil) as a leader in cloud migrations.

+ Art directed and designed new system UI Kit and drove XD decisions to be on par with top SaaS applications.

+ Led product feature decisions from initial brainstorming, whiteboard, and high-fidelity persona-centric customer journey experiences on a fast-paced agile software team.

**MICROSOFT** (Redmond, WA.) – App Store Publishing Platform

**UX Designer II (XDR Team) | 2007 - 2014: Lead UX for the first public release of the Windows App Store publishing platform that successfully launched for Windows 8.**

+ Lead UX for Windows App Analytics platform and contributed innovative ideas to help improve the product.

+ Unified navigation across five portals (Hardware, Desktop, Explorer, and MSDN) using modern Windows guidelines and principles.

+ Lead UX for Windows slide show app that was showcased at the company meeting; and integrated into multiple products.

**EDUCATION** – Staying curious / Life-Long learner

LATTC - Graphic Design / Commercial Art
UCLA Extension - Interactive Multimedia
UX Agile Coach - Certified Scrum Master to help
facilitate high-performance software teams.

**SKILLS** – 20 years of shipping customer success

• UX Strategy to product feature presentations
• UX Storytelling from a customer POV
• Responsive enterprise software design
• Information Architecture to scale

• UX Research and User Testing
• Customer Interviews, Data Analysis
• UI Frameworks, APIs, and Libraries
• Figma system design and prototyping