

Hugh Macdonald

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Professional Summary

Over ten years of experience in user interface design, development, and usability testing for software and web-based products including both full-time and contract positions. Proven ability to manage teams and projects from initial concept stages, through development and revision to finished product. Skilled in an extensive array of design and animation software as well as HTML, JavaScript and CSS standards.

Professional Design / Art Direction Experience

Senior User Interface Designer – Amazon Inc.

Seattle, Washington, 2/06 to present

- Currently proposing, creating, and testing new features, technologies, and lines of business for Amazon's Retail Customer Experience Group.

Product Designer (Contract) – MapPoint Group – Microsoft Corp.

Redmond, Washington, 2/05 to 1/06

- Created UI for the addition of new driving direction features in Microsoft Streets and Trips and MapPoint.
- Conceptualized, tested, and developed new feature possibilities and UI widgets for Microsoft Virtual Earth.

Product Designer (Contract) – Hardware Group – Microsoft Corp.

Redmond, Washington, 9/04 to 2/05

- Designed and developed UI for a digital pen and related software. Worked primarily on a forms-based software product which used a digital pen and paper to streamline data entry and processing tasks for institutions such as hospitals and schools.

Product Designer (Contract) – Commercial User Experience Group – Microsoft Corp.

Redmond, Washington, 2/03 to 5/04

- Conceptualized and designed user interfaces for the next generation of Microsoft's family of server and network management products.
- Responsible for wire framing walkthroughs of probable user scenarios and streamlining the user experience.
- Developed look-and-feel of products as well as branding placement and structure.
- Proposed and championed new features to management by demonstrating effectiveness through mockups and discussion.

User Interface Designer (Contract) – Windows CE Tools Group – Microsoft Corp.

Redmond, Washington, 12/02 to 01/03

- Designed and developed a user interface for Voice over Internet Protocol (VoIP) telephone. The phone incorporates a finger-touchable display screen to manage multiple calls, contacts, and all standard telephone functionality.
- Developed a comprehensive specification document incorporating a complete state-transition diagram, state-specific functionality lists, and methods for future extensibility and expansion.
- Responsible for all look-and-feel and visual treatments for the device including display of connected calls, menus, buttons, and branding.
- Conducted a thorough usability test with over 20 participants to identify any areas of confusion or breakdown. Developed a schedule and priority list for addressing select issues.

Art Director – Gamesville Division – Terra Lycos Inc.

Waltham, Massachusetts, 12/99 to 5/01

- Assigned to Lycos Gamesville (www.gamesville.lycos.com), following its acquisition by Lycos, to create and shape the stylistic vision of the website, while developing and mentoring a design team from its inception.
- Primary directive was to redesign the existing site and information structure to improve usability and navigation. Collaborated with the Lycos Usability Lab to identify areas of user confusion and eliminate breakdowns in the registration and navigation processes. Enjoyed great success as our project became one of the five most frequently visited sites on the Internet in 2000.
- Responsible for daily workflow, project supervision, and personnel management for a team of designers in the creation of games and website content. Fostered communication and encouraged team members to promote and champion their own ideas as they assessed our project and envisioned its evolution.
- Interviewed and hired team members; wrote employee evaluations and raise recommendations; performed disciplinary actions and implemented performance plans; wrote job descriptions; documented employee successes and areas of needed improvement; provided materials, means, and support for employee professional development and promotions within the company.

Design Lead – Advanced Product Development Group – Lycos Inc.

Waltham, Massachusetts, 1/99 to 12/99

- Conceptualized, researched, and implemented experimental web-based technologies. Responsible for storyboarding concepts, interface design, and branding. Facilitated project flow and progress by working in conjunction with site engineers.

Web Designer/Animator – Black Bean Studios

Boston, Massachusetts, 11/98 to 1/99

- Created and executed web-related graphics and animation. Functioned as part of a team to design and script web pages for a wide variety of clients such as Boston's Museum of Science and Harvard Business School.

Multimedia Designer/Animator – Mesa Interactive

Boulder, Colorado, 12/97 to 7/98

- Responsible for the graphic design and production of multimedia presentations, web sites and CD-ROMs. Functioned as the sole designer and consultant for Logitech, a California based computer peripheral manufacturer, to create graphics for the setup and configuration programs for their line of Wingman game controllers.

Lead Production Artist/Animator (Contract) – Microsoft Expedia Team – Microsoft Corporation

Redmond, Washington, 3/96 to 4/97

- Responsible for leading a team of artists in the production, color correction, and enhancement of photographic images, animations, and graphics for products such as MSN, Expedia, Encarta and Bookshelf.

Education

B.F.A. in Illustration – Massachusetts College of Art

Boston, Massachusetts, 1995

- Received Art School Associates Inc. Scholarship for Excellence in Illustration.

Outdoor Educator Program – National Outdoor Leadership School (NOLS)

Palmer, Alaska, 2001

- Internationally renowned, three week wilderness education course, set entirely in the Alaskan backcountry, focusing on leadership, learning styles, group dynamics, and teaching skills as well as 'hard skills, including route finding, group safety, river crossing, etc.

Computer Skills

- Mastery in many design and web applications, including but not limited to the following: Adobe Photoshop, Adobe Illustrator, Macromedia Flash and ActionScript, Macromedia Dreamweaver, and various other design, productivity, and code editing programs.
- Proficient in writing and editing code in many web-related languages, including HTML, CSS, PHP, MySQL, and JavaScript. Equally fluent on both Windows and Macintosh platforms and software. Completely comfortable with all computer related hardware and able to adapt to new technologies quickly.

Additional Experience

Director – Terra-Forma Education

Seattle, Washington, 2002 to 2005

- Organized, directed, and taught a model of experiential environmental education through a unique, immersive summer-camp format. Led groups of 6 to 15 year old at-risk youth in community-building and environmental curriculum.
- Worked on international restoration and education projects and partnerships. Traveled to Ethiopia to assist in a land survey for an orphanage building project, and to Kenya to research and develop ways to implement a work-exchange program.

Expedition Leader – Lakeside School – Outdoor Education Department

Seattle, Washington, 2002 to present

- Lead numerous multi-day backpacking expeditions with grade levels ranging from middle to upper school. Teach a variety of outdoor concepts including environmental responsibility, self-sufficiency, navigation, group behavior, safety and leadership.

White Water Rafting Guide – Orion Expeditions Inc.

Seattle, Washington, 2002 to present

- Guide commercial rafting customers on various class II, III, and IV river descents in Washington and Oregon. Trained in river-rescue and safety techniques, group ability assessment, hydrodynamics and all aspects of safely running white-water river expeditions.

Challenge Course Facilitator – Challenges Northwest Inc.

Snoqualmie, Washington, 2002 to 2003

- Led groups of elementary, middle school, and high school students in a team-building program involving high and low challenges. Taught students concepts such as trust, teamwork, problem solving, self-reliance, and respect.
- Responsible for establishing and maintaining all safety and code-of-conduct guidelines and helping students to self-monitor these ideas within themselves and modify behavior when appropriate.

Teacher – Pacific Science Center – Mercer Slough Summer Education Program

Seattle, Washington, Summer 2002

- Taught thematic science camps including wetland ecology, nature photography and survival skills. Responsible for leading many off-site field trips including overnight sailing excursions.