MEGAN HOGAN
IXD + UI Design

EXPERIENCE

Digital Designer and UI Consultant | Oct. 2017–Apr. 2018 | AAN via The Creative Group, MN

- Re-branded third-party forum using HTML/CSS for the new website design launch.

- Reviewed new web template code to find a solution for responsive images for sub-site that met Marketing's vision and IT's current web toolkit.

- Advised on UX industry best practices and which ones specifically applied to clients.

- Trained incoming staff on software and processes.

UI Designer Consultant | Apr. 2016–Oct. 2017 | UnityWorks! Media via The Creative Group, MN

- Conducted company's first on-site usability test and recorded users with Camtasia for team review and input on proposed solutions to identified usability issues.

- Defined and completed online usability tests independently and cooperatively using mTurk, UsabilityHub and Optimal Workshop to ensure product-audience compatibility.

- Designed mobile and desktop microsites to improve video view rate as requested by marketing. Analytics showed a 50% increase in video views after deployment.

Front End Developer/Graphic Designer Consultant | Dec. 2015–Apr. 2016 | AAN via The Creative Group, MN

- Designed a logo for a new digital service and successfully applied the logo and company brand to the platform within three months.

- Branded a third-party forum using HTML/CSS to create a seamless experience for the audience despite platform limitations.

- Cross-trained and documented CSS process for later employees to ensure continued success with the customized platform.

- Cooperatively created marketing material, including brochures, swag, and iPad app assets for the company's largest industry event and helped bring the team back on schedule.

Sr. Graphic Designer | Feb. 2009–Jan. 2015 | NAU Country Insurance Company, MN

- Designed a flexible user interface (UI) that supported three drastically different sales styles to client praise.

- Communicated with clients and used the feedback to resolve pain points and improve the customer experience.

- Drafted iterative wireframes that support business and client needs.

- Initiated prototype reviews to generate departmental confidence in the solution.

- Produced demo videos that resulted in rapid adoption within two days of publication.

- Illustrated an e-card with iCloud Mail and cross-browser support and graceful degradation for Outlook; saved $1K in production costs.

- Improved project turnaround and maintained a consistent brand through each brand restructure.

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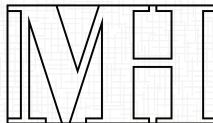
EXPERIENCE CONT'D

Junior Designer & Project Traffic Coordinator | May 2008–Sept. 2008 | Aluna Group, Inc, MN

- Designed marketing collateral to establish and maintain client brands through consistent imagery and typography.

- Recorded team project specifications to meet deadlines and set expectations for clients.

- Reviewed vendor proofs and contacted clients upon delivery to confirm customer satisfaction.

SKILLS & SOFTWARE

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro

- Axure RP Pro
- Balsamiq Mockups
- Camtasia
- Corel Painter
- InVision

- Animation
- Bootstrap
- HTML / CSS
- Mac / Windows
- Responsive Design

- Typography
- User Experience (UX)
- User Interface Design
- Visual Design

EDUCATION

2012–Present Online Training at Lynda.com

2007 Bachelor's of Science in Media Arts & Animation
The Art Institutes International Minnesota
Minneapolis, MN

2005 Alias Certified Training
Maya Rendering
Learning Maya Transition