



# Maggie Walker

## Lead Designer

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### SELECT EXPERIENCE

Techstyle, Los Angeles CA —  
*Lead Digital Designer, Growth*  
2016 - 2023

**Led** the design overhaul of growth marketing funnels, resulting in improved user experiences with automated products, faster lead registrations, and checkout flow, leading to an average 30% increase in conversions. **Collaborated** with the growth product team, actively participating in wireframing, prototyping, design, A/B testing, and iterative experimentation to optimize performance across tested gateways. **Conducted** and presented research data and test results to the team, contributing to forming effective strategies and roadmaps for large-scale growth initiatives. **Established** growth design systems resulting in increased productivity and alignment. **Managed** and led the design of dynamic automated ad sets that emerged as the top-spending and best-performing campaigns.

Sony Pictures, Los Angeles CA —  
*Designer, Worldwide Marketing*  
2014 - 2016

**Designed** marketing digital worldwide campaigns from concept to completion, meeting strict film or television premiere deadlines and maintaining high brand standards. These initiatives helped set milestones for several film release box office records. **Evaluated** lift study measurements for campaign design and testing on upcoming films. **Iterated** on and improved the design of campaign assets based on weekly reports and media KPI metrics to improve tracking.

### EDUCATION

Bachelor of Fine Arts  
Iowa State University  
Graphic Design

### Professional Certifications

Google UX Design  
Professional Certificate earned September 2022

### SKILLS

Collaboration, Cross Functional Relationship Building, Leadership, Supervision, Mentorship, Feedback, Management, Planning, Prioritization, Delegation, Design Expertise, Design Principles, Typography, Color Theory, Layout Techniques Design Direction, Concept Development, Toolkits Presentations, UX Design Processes, A/B Testing, Responsive Design, Cross Platform Design, Design Systems, Data Synthesis, Project Management, Photo and Video Shoots, Video Editing and Animation, Adobe Creative Suite, Figma, Photoshop, Illustrator, After Effects, Premiere

### AWARDS

Techstyle "Kick A\*\*" Award  
Sony Pictures Applause Award