

# Maggie Walker

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Experienced designer with expertise and a proven track record delivering high-impact projects. Seeking a role to leverage my skills in visual and product design initiatives, team collaboration, and A/B testing to drive company success.

## Select Professional Experience

### Techstyle Fashion Group, Los Angeles, CA — *Lead Digital Designer, Growth*

SEPTEMBER 2015 - FEBRUARY 2023

- Led the design solutions for the overhaul of growth marketing funnels, resulting in improved user experiences with automated products and faster checkout flows, leading to an average increase in conversions of 30%.
- Collaborated with the growth product team, actively participating in A/B testing and iterative experimentation to optimize performance across tested gateways. Utilized Google Analytics, Convert, and Tableau for tracking data analysis and documenting success metrics.
- Presented innovative design concepts to the team, contributing to the formation of effective strategies and roadmaps for large-scale growth initiatives.
- Revamped growth and retention campaign pipelines, resulting in increased productivity and reduced costs by over 50%.
- Initiated and led the design of programmed dynamic automated ad sets that emerged as the top-spending and best-performing campaigns year over year.

### Sony Pictures Interactive, Los Angeles, CA — *Interactive Designer, Worldwide Marketing*

MARCH 2012 - SEPTEMBER 2015

- Supported Media Directors and International Media team with the conceptualizing and design of full campaign life cycles from trailer launch to theatrical release, media burst, and sustain efforts.
- Evaluated other brand lift study measurements for campaign design and testing on upcoming films (i.e., BLS, Facebook TLA).
- Designed CRM, digital, and OOH 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.
- Iterated and improved the design of campaign assets based on weekly reports and media KPI metrics to improve tracking.

## Volunteer Projects

### Women's Entrepreneur Workshop — *Product Designer*

- Engaged in close collaboration with designers, product managers, and product stakeholders to comprehend the workshop's vision and technical requirements, facilitating the ideation of solutions.
- Spearheaded the ideation of design strategies, distinguishing between small experiments and comprehensive roadmaps, leading to a remarkable attendance growth of over 25% compared to the previous year.
- Designed and developed multiple marketing funnels strategically to guide users toward finalizing their registrations and securing workshop tickets.
- Conducted meticulous testing and validation procedures guaranteeing flawless functionality and an enhanced user experience.
- Defined and communicated my perspective on success for various initiatives, driving project focus and accountability.

## Education

Iowa State University, Ames Iowa - B.F.A. Graphic Design

## Skills

User-Centered Design, A/B Testing, UX Research, Project Management, Design Strategy, Design Thinking, Collaborative Leadership, Product Vision, Problem Solving, Team Collaboration.

## Certifications

IBM Full Stack Software Developer, Professional Certificate earned June 2023

Google UX Design, Professional Certificate earned September 2022