Steve McDonald

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Hello! I'm Steve. I like to provide creative, fun and professional inspiration to teams and products through aesthetic, functional and goal-oriented digital design and development that remains attentive to current needs as well and responsive to researched and empirically observed future audience needs.

EDUCATION

Bachelor of Business Administration-MIS
University of Wisconsin
Oshkosh, WI

Certified Associate in Project Management
Project Management Institute
Princeton, NJ
2013

Certificate in User Experience Design
The Weinschenk Institute
Appleton, WI
2015

Certificate in Digital Marketing
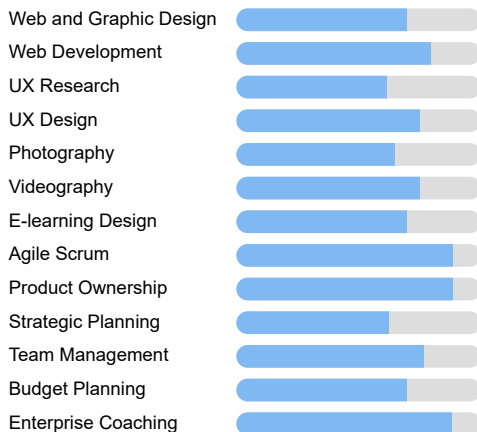University of Illinois via Coursera.org
Appleton, WI
2016

Professional Scrum Master (PSM I)
Scrum.org
Appleton, WI
2017

Pro Scrum Product Owner (PSPO I)
Scrum.org
Appleton, WI
2019

Pro Scrum with User Experience (PSU I)
Scrum.org
McKinney, TX
2022

Certified LeSS Practitioner (Provisional)
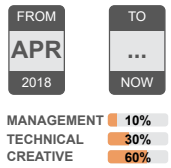less.works
McKinney, TX
2021

SKILLS

- Web and Graphic Design
- Web Development
- UX Research
- UX Design
- Photography
- Videography
- E-learning Design
- Agile Scrum
- Product Ownership
- Strategic Planning
- Team Management
- Budget Planning
- Enterprise Coaching

Optum

Agile Enterprise Coach and Product Owner
United Health Group
McKinney, TX

FROM APR 2018 — TO ... NOW
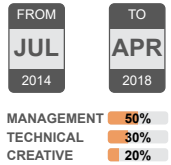
MANAGEMENT 10%
TECHNICAL 30%
CREATIVE 60%

- Coaching VPs, Directors, Managers, and Teams
- Crafting enterprise vision for transformation and operations scaled and descaled across more than 100 teams
- Authoring training and training dev teams, POs, and Scrum Masters on Scrum and Kanban as well as leadership on oversight through the metrics of empowered teams
- Product Owner for Optum Tech University Websites serving UHG staff with learning, coaching, delivery tools & analytics, and event services

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NAVITUS
PHARMACY BENEFITS REINVENTED

Web Development Manager and Product Owner
Navitus Health Solutions
Appleton, WI

FROM JUL 2014 — TO APR 2018
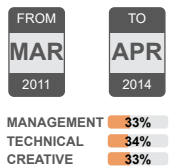
MANAGEMENT 50%
TECHNICAL 30%
CREATIVE 20%

- Leading the careers of five Web Developers and coordinated sprint efforts for additional UX and Graphic Designers
- Managed the budget in coordination with directors and vice presidents to align our work with organizational objectives
- Worked with IT and business leadership to roadmap product goals and vision for hundreds of public-facing member, provider, and partner Websites

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PRINCETON UNIVERSITY

Creative Web Development Manager
Princeton University
Princeton, NJ

FROM MAR 2011 — TO APR 2014
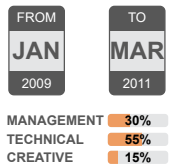
MANAGEMENT 33%
TECHNICAL 34%
CREATIVE 33%

- Web Development Manager for Princeton University, Office of Communications
- Web design, development, photography and videography for news, public relations, and events for the campus
- Perform audience research for princeton.edu
- Created interactive mixed media presentations for the Web

Oak Grove Technologies

Senior Multimedia Developer & Web Coordinator
Oak Grove Technologies
Alexandria, VA

FROM JAN 2009 — TO MAR 2011

MANAGEMENT 30%
TECHNICAL 55%
CREATIVE 15%

- Led e-learning and large scale training initiatives for the Veteran's Administration
- Web-based management information systems solutions for the Department of Defense
- Fund raising and identity Website for the Green Beret Foundation
- Mentored junior designers and developers
- Crafted video production planning, script writing, shot planning, and post productions efforts

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NXLevel
Senior Multimedia Developer & Web Coordinator
Led a team of junior developers while working with clients to create new innovative approaches to e-learning. I created a reusable e-learning framework for themed learning.

PLEXUS
32-bit Software Development Manager
Led a team of Web and App developers in the creation and support of custom quality assurance desktop, Web, and server software that produced metrics for electronic assembly customers.

Air Wisconsin
Web Portal Developer
Worked on a team of four building intranet portal applications in on-prem SharePoint 2007 useful to flight team scheduling managers and internal corporate communications.

Creative Web Development
UX - aesthetic - Web design and development for advertising and marketing customers like Hit Entertainment, Pepsi, and Taco Bell as well as a number of non-profits and radio stations.

EAA
Lead Programmer Analyst
Led RFQ process and vendor demos for replacement of the EAA Membership Management System. I wrote the code and created the design for the first EAA Fly-in RideShare tool.

iDynamics
Senior Web Developer
Created B2B communication tool as well as content management solutions for marketing and educational institutions in cooperation with companies like 4Imprint.

RAWHIDE YOUTH SERVICES
Information Technology Director
Executive team member for a multi-site social services non-profit organization. I oversaw hardware, software, and application services implementations, staff, and budgeting.

KOMPASS
Telephony Developer
I consulted in telephony bill management for large companies with PBX hardware, as well as worked in project management for marketing coordination.