Steve McDonald

2249 Canyon Point  
McKinney, TX 75071

[steve.social@epst.co](mailto:steve.social@epst.co)  
214-394-1055

Hello, I’m Steve, and I’ve had a creative and exciting 20+ year career working in information technology, and marketing and communications. I have worked as an analyst, programmer, graphic and ux designer, supervisor, manager, director, and Enterprise Agile Coach. My passion is emergent Web technology that aligns with business and customer needs through empirical iterative implementation as well as targeted research and metrics analysis.

## Education / Certifications

BBA-Management information Systems  
*University of Wisconsin, Oshkosh 1997*

Certified Associate in Project Management  
*PMI – Princeton, NJ 2013*

Certification in User Experience Design  
*Weinschenk Institute – Appleton, WI 2015*

Certificate of Cont. Ed – Digital Marketing  
*Coursera – University of Ill. Urbana 2016*

Professional Scrum Master  
*Scrum.org – Appleton, WI 1017*

Professional Scrum Product Owner  
*Scrum.org – McKinney, TX 2019*

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

Professional Scrum with User Experience  
*Scrum.org – McKinney, TX 2022*

## Experience

United Health Group – Optum  
*Enterprise Agile Coach / Web Product Owner*

May 2018 – Current  
McKinney, TX

* 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

Navitus Health Solutions  
*Web product Manager / Web Development Manager*

Aug 2014 – May 2018  
Appleton, WI

* 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

Princeton University  
*Creative Web Development Manager*

Apr 2011 – May 2014  
Appleton, WI

* 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*

Feb 2009 – Apr 2011  
Alexandria, VA

* 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

NX Level Solutions  
*Senior Web Developer*

Nov 2007 – Feb 2009  
Hopewell, NJ

* Worked with clients and subject matter experts to design new innovative approaches to e-learning storytelling
* Created a new framework for e-learning development, theming, and functional reuse
* led junior designers and developers in the design, development and creation of project assets

Air Wisconsin Airlines Corporation  
*Wen Portal Developer*

Oct 2006 – Nov 2007  
Appleton, WI

* Building intranet sites and applications on SharePoint 2007
* Dynamically loaded ajaxian experiences using C#, Adobe Flash, SQL Server, HTML, CSS
* Developed onboarding tools and just-in-time integrated SharePoint application training

## Additional Career Experience

### EXPERIMENTAL AIRCRAFT ASSOCIATION

OSHKOSH, WI 11/2004-10/2006  
*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.*

### RAWHIDE INCORPORATED

NEW LONDON, WI 9/2002-6/2004  
*Executive team member for a multi-site social services non-profit organization. I oversaw hardware, software, and application services implementations, staff, and budgeting.*

PLEXUS CORPORATION  
OSHKOSH, WI 2/1999-1/2001  
*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.*

### iDYNAMICS INCORPORATED

OSHKOSH, WI1/2001-9/2002  
*Created B2B communication tool as well as content management solutions for marketing and educational institutions in cooperation with companies like 4Imprint.*

### CBN - COMPASS TECHNOLOGY MANAGEMENT

VIRGINIA BEACH, VA 9/1998-2/1999  
*I consulted in telephony bill management for large companies with PBX hardware, as well as worked in project management for marketing coordination.*

INTERNATIONAL AID MISSION  
RUSSIA, GUATEMALA, SWEDEN Spring, 1997  
*Via my church, I worked with international aid groups to deliver and distribute resources throughout central America, Russia, and spent 3 months living in Sweden as a European base of operation.*