

Katrina MacGregor

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katrinamacgregor.com

Experience

Web Application Developer | March 2013 – Present

Innovation, Product Development - Disney Interactive, Glendale CA

- System and visual designer for new features and experiences within [Disney.com](#), [DisneyJunior.com](#), and [StarWars.com](#).
- Architect site maps, user flows, and wireframes for projects such as the responsive redesigns of [Disney.com/Mickey](#) and DisneyJunior.com
- Transition wireframes into code for prototypes and production, incorporating interactivity, animated elements, and fluid responsive states

Creative Designer | March 2012 – March 2013

Brand & Image - The Disney Store, Pasadena CA

- Redesign of architecture, structure, and aesthetics of [DisneyStore.com](#); resulted in increased traffic and +24% in revenue over the same period the previous year
- Enhance user experience by integrating storytelling, emphasizing lifestyle photography, including playful copy, and adding a free video gift message feature for users
- Use working knowledge of web languages/applications to collaborate with development and production teams to devise design strategies that balance business requirements, UI and marketing

Disney UGA Graphic & Web Design | July 2011 – February 2012

Global Creative - Disney Consumer Products, Glendale CA

- Managed launch and daily maintenance of Culture of Innovation Disney intranet site on the Wordpress platform; analyzed statistics and user feedback to improve user experience and satisfaction
- Produced marketing campaigns to strengthen branding identity and presence within the company; generated appeal for both corporate and creative audience
- Worked in conjunction with the IT, communication, and creative teams

Jr. Graphic Designer | January 2011 – July 2011

The Outdoor Recreation Group, Los Angeles CA

- Conceived packaging designs and dielines selected for primary accounts with national and international retailers: Walmart Fall 2011 Back to School program, Asian Export 2012 California Lifestyle program
- Product photography, photo editing and composition, color proofing

Design Director | April 2010 – December 2010

Daily Trojan Newspaper, University of Southern California

- Led a staff of 8 designers in producing graphics for the paper; layout of information
- Reorganized staff structure to improve efficiency: implemented task completion strategy, shifts, and weekly meetings

Education

University of Southern California | Los Angeles, CA

Roski School of Fine Art

Bachelor of Arts, Fine Arts | 2010

Emphasis in Painting and Design

Skills

HTML5
mustache
CSS3
Sass
Bourbon

JavaScript
jQuery
Ruby
Wordpress
Responsive Design

Illustrator
Photoshop
InDesign
Painting
Drawing/Illustration