

# Kelly McCann

product designer & strategist

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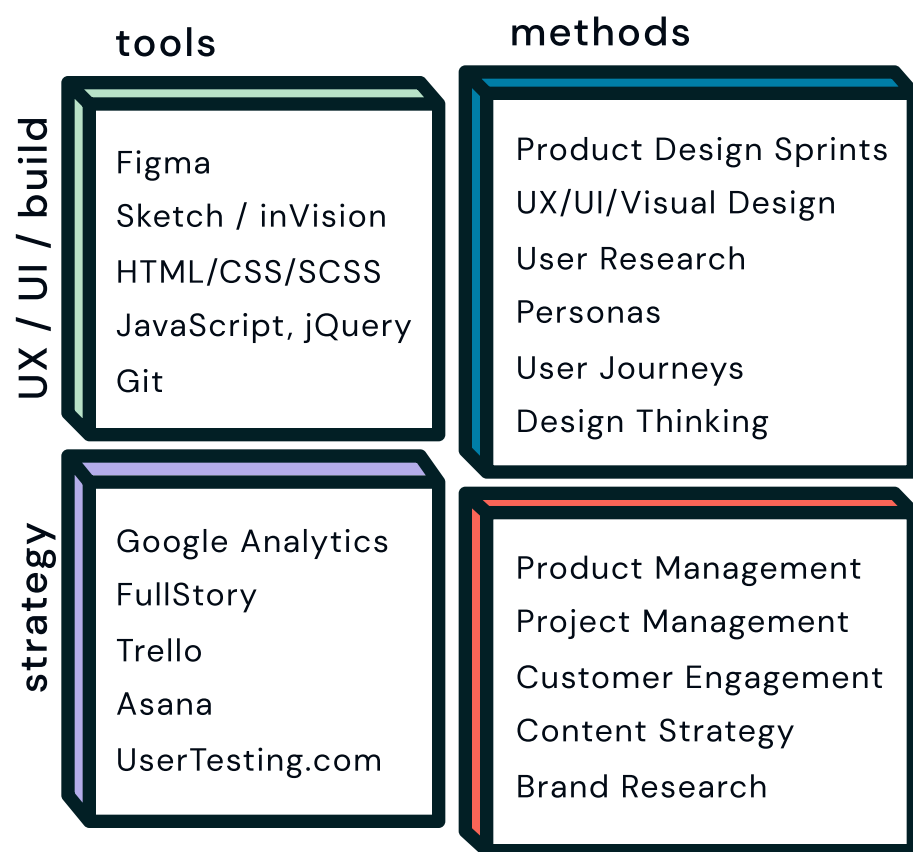
kellymccann.design

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## profile

Designer, strategist & researcher with development chops. Facilitator, systems thinker, design system enthusiast.

My background lies in Product: UX/UI design, frontend dev, user research, and strategy. I care about elegant, intuitive, and scalable builds, putting users first, scoping clear acceptance criteria, and cultivating collaborative relationships across teams.



## certifications

SCRUM Alliance – Certified Product Owner  
Hubspot Academy – Growth Driven Design  
Gymnasium – Atomic Design & Pattern Lab  
Writing for Web & Mobile  
Dynamic Yield – Certified Engineer

## education

University of Massachusetts, Boston –  
BA in Art, Studio Focus, Deans List & 4.0 GPA

## experience

### thoughtbot

Product Strategist & Designer

### consulting

3/2019 – Present

Facilitate Design Sprints, define scope of projects, prioritize feature builds, conduct user testing, create prototypes, conceptualize and iterate upon visual designs, implement designs in code (HTML/Sass/CSS/Javascript). Advise clients on risk and MVP scope, present progressive research findings.

### Richline Digital

UI / UX Manager

### eCommerce

4/2018 – Present

Product design, user research, scope frontend builds, oversee content managment. Manage brand launches and CMS migrations, liase with stakeholders to scope product strategy.

Content Manager

12/2017 – 4/2018

Manage content and website updates, create CMS documentation, generate mocks and wireframes.

### MIT Office of Digital Learning

UX Researcher, Content &  
Communications Manager

### edTech

10/2016 – 10/2017

Conduct and report upon user research, maintain customer engagement endeavors, manage CMS, content generation, social media marketing. Contract role.

### Selventa

Web Designer / Developer

### bioTech

3/2015 – 6/2016

All frontend design and development. Manage client relationships, scope acceptance criteria.

Assistant Project Manager &  
Executive Assistant

8/2014 – 3/2015

Generate mocks/wireframes, manage office build-out and office operations, liase with clients.