

MAGGIE MCDONALD

(805) 570-2155

maggiemae.mcd@gmail.com

[PORTFOLIO](#)

[LINKEDIN](#)

Moab, Utah

I am an experienced manager with a strong foundation in leading cross-functional teams through complex product development cycles. My expertise spans **project management, product ownership, digital strategy, UI design, web design, e-commerce, business operations, client success, quality assurance testing, frontend development and software engineering**. I've thrived in dynamic, multi-faceted roles, allowing me to wear many hats and contribute effectively to both the strategic and technical aspects of projects. With a focus on clear communication, collaboration, and decision-making, I am skilled in balancing multiple projects simultaneously while maintaining strong client relationships and delivering results in fast-paced environments.

Outside of work, you can find me embracing the outdoors—whether it's mountain biking, snowboarding, climbing, hiking, trail running, camping, or river rafting. I'm passionate about living life to the fullest and bringing that same energy and focus to my professional endeavors.

-- EXPERIENCE --

Director of Product Management

Genius Platforms

Oct 2024 - Present

- **Worked closely with senior leadership** to develop and execute the company's strategic goals, aligning project outcomes with the company's vision for growth and client satisfaction.
- **Defined product roadmaps**, prioritized features, and managed timelines in alignment with company goals.
- **Led a product redesign** that improved customer NPS (Net Promoter Score) by 20%.
- **Utilized Figma to create and prototype custom web designs**, collaborated with designers and stakeholders to design visually appealing, responsive interfaces that align with brand identity.
- **Acted as the bridge** between engineering, design, and business teams to deliver projects on time and within scope.

Creative & Technical Project Manager

Genius Platforms

Sep 2023 - Oct 2024

- **Restructured day-to-day operations** by identifying inefficiencies and introducing process improvements, resulting in a 40% increase in team productivity and a significant reduction in project delivery time.
- **Lead and managed 60+ website development projects**, ensuring timely delivery of high-quality, user-friendly websites that align with client objectives and industry standards.
- **Developed and executed project plans, timelines, and resource allocation strategies**, ensuring clear documentation for effective project tracking and execution within a fast-paced startup environment.
- **Fostered a collaborative team environment**, promoting problem solving, creativity, and continuous improvement.

Frontend Software Engineer

Sweden Unlimited

Jan 2023 - Jul 2023

(Front-End Development, Git, Shopify Plus, Javascript, React, Tailwind, Liquid, SCSS(SASS), Webpack, Gulp, Jira, Confluence)

- Coded, maintained, and optimized 8 complex e-commerce projects, ensuring seamless functionality, high performance and continuous improvement through regular updates and troubleshooting.
- Coordinated external teams and developers in a global, remote-first environment, driving project success through Agile workflows and effective communication.
- Utilized various management softwares such as Jira, Confluence and Forecast to maintain timely project completion.
- Engineered dynamic and responsive Shopify stores with Vanilla JavaScript, SCSS, HTML and Liquid from scratch.

Frontend Web Developer

Verbal + Visual

May 2022 - Jan 2023

(React/Redux, Vue, Shopify Plus, Liquid, Javascript(ES6), CSS, Tailwind, SCSS(SASS), HTML, Node.js, Git, Cypress, Webpack, Asana)

- Collaborated with cross-functional teams, including developers, marketers, designers, through all phases of project

lifecycles, from initiation to delivery.

- Designed and implemented engaging animated features for website homepages, including image banners and interactive product sliders, enhancing visual appeal and user experience.
- Built custom Shopify themes utilizing Shopify CLI and Github Integration under the Shopify Plus Platform.

Design Director

Grandfolia Plants & Service

Jan 2017 - Nov 2021

- Collaborated with multi-million dollar clients to provide elaborate arrangements in residential & commercial environments.
- Responsible for providing estimates for new clients and installations as well as managing project timelines.
- Supervised a team of 6 technicians, guiding them in designing and delivering top-quality services while enhancing the overall client experience.

Lead Shift Manager

The Cat House Hotel

Jun 2018 - Jul 2021

- Oversaw daily operations, including supervising employee tasks and ensuring high levels of customer satisfaction.
- Managed customer service operations, including point-of-sale (POS), sales transactions, and inventory control to ensure a seamless customer experience.
- Trained & onboarded 4 junior team members in positive and encouraging ways to set them up for success in the workplace.
- Responsible for the oversight, medical administration, and decision making for veterinary care of up to 85 house-cats.

-- EDUCATION --

Project Management Professional (PMP) - Project Management Institute | Expected 2025

Project Management: Professional Certification - Google | 2023

Proficiency in: Agile/**SCRUM**/Waterfall/Lean/Six Sigma methodologies, **scope** planning, documenting project **charters**, budgeting, **OKRs**, deliverables and milestones, **RACI** charts, **Gantt** charts, Google **sheets**/docs/slides.

Web Development - App Academy (Elite coding bootcamp with a < 3% acceptance rate) | 2022

Multimedia Marketing & Graphic Design - Santa Barbara City College | 2017 - 2020