

MARGARET BABINGTON

UX DESIGNER

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216.401.5487



Greater NYC Area



SKILLS

Methods

Generative 'Blue Sky' Research
User Research
Stakeholder Interviews
Contextual Inquiry
Competitive Analysis
Comparative Analysis
Affinity Mapping
Usability Testing
Heuristics Analysis
Rapid Prototyping

Programs

Sketch
InVision
Photoshop
InDesign
Omnigraffle

Workflow + Management

Lean UX Principles
Google Venture Sprint
PivotalTracker with Jira

HOBBIES

Avid reader and painter
Volunteer tennis coach
Managing my investment portfolio
Taking my dog to the park

Reading List:

(Last) Sprint
(Current) The Prize:
Who's in Charge of
America's Schools
(Next) Thank You For Being Late

PROFILE

Connecting my storytelling skills with my diverse background in TV production, I bring creativity and efficiency to my user-centered research and design methodologies and bring physical interactions to life through digital experiences.

EXPERIENCE

UX Consultant

SMPLCT Lab, New York, NY, Present

- Redesigning the website for the ExposedNYC conference

UX Consultant

NYC Department of Education, New York, NY, 2017

- Designed features which altered the information architecture and userflow for NYC SchoolFinder 2.0, serving over 80,000 students across NYC
- Conducted contextual inquiries, interviews, and usability tests with stakeholders ranging from students and families to guidance counselors and DOE staff
- Synthesized Google Analytics and DOE-provided research and rapid prototyped initial designs using the Design Studio method
- Presented responsive design recommendations for NYC SchoolFinder 2.0. to DOE leadership team for fall 2018 integration

Associate Television Producer + Researcher

Various Clients | New York, NY | 2012-2016

- Interviewed and screened high-profile expert interviewees
- Prepared, organized, and submitted comprehensive research notes ex: forensic science, climate change, logging, food + primatology etc.
- Produced and pitched narrative structures for episodes, info packages, and web packages
- Excelled and adapted quickly in high-stakes situations, always remaining aware of relevant regulations, including licensing and personal rights
- Killing Fields debuted as most-watched Tuesday new series on Discovery—provided support to Supervising Producer, contributing to a 44% increase in viewership throughout the season

Clients	National Geographic Tiffany and Co	Investigation Discovery Discovery Channel
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AWARDS

UX Designer

Winner NYC OpenRecords Hackathon | New York, NY | February 2017

- Worked in a team of three to recommend new features to make FOIL transparent, efficient, and human during an 8 hour time period

EDUCATION

User Experience Design Certificate

General Assembly | New York, NY | 2017

- Full-time, 10-week immersive course in UX design
- Studied and executed industry best practices of human centered design

B.S. Communications | History Minor | Cum Laude

Ohio University | Athens, OH | 2012