McKenzie Peterson

979.450.5312 | Fort Worth, TX (Open to Relocate) | petersonmckenzie67@gmail.com
LinkedIn: www.linkedin.com/in/mckenzie-peterson | **Github**: https://github.com/mhpMHP27167
Portfolio: https://mhpmhp27167.github.io/McKenzie_Peterson.github.io/

UX Designer with a relentless curiosity for human behavior. Strong writer. Background in Visual Arts and Museum Studies. Recently worked alongside a team to design two original mobile applications and two responsive web redesigns. Passionate about responsive-web redesigns and iterating designs based on insights from user research.

Technical Skills

UX/UI: Adobe Creative Cloud, Adobe XD, Sketch, Figma, Invision, Zeplin, Miro, Google Slides Storyboarding
Research: Survey Writing, Social Media Analytics (Crimson Hexagon), Usability Testing, A/B Testing, Wire-framing & Prototyping, Heuristic Evaluation
Web Development: HTML5, Javascript, JQuery, CSS, Bootstrap 5, Github, Visual Studio Code
Soft Skills: Team Collaboration, Leadership, Attention to Detail, Public Speaking, Curiosity

Recent Projects

Atlanta Film Series | October 2020
Prototype: https://mhpmhp27167.github.io/Final_Project_Group_3_Atlanta_Film_Series/
Responsive Web Redesign of an event website integrating 4 unique websites into one accessible product.
Built out the user interface of the schedule pages on the website, conducting five user research interviews and analyzed results.
Skills: Logo Redesign, Responsive Web Design using HTML, CSS, and Javascript

Lifeline Animal Project Pet-matching Mobile Application | August 2020
Prototype: https://xd.adobe.com/view/317da884-f4f8-43cc-bdcd-574eb1ef8b2b-642e/
A pet-dating mobile app that matches adoptable shelter pets with pet owners.
Designed the adopt section of the mobile app included the pet-matching swipe feature. Wrote two user research plans for the team to use. Test key features with users to gain usability insights.
Skills: User Research, User Surveys, Non-profit

Money Tree | May 2020
Prototype: https://xd.adobe.com/view/840cadd2-c02e-483a-9cb3-52fbf1ba40ab-d15f/screen/6c662b6f-f07a-40c6-b496-8fbadff6c448/
An interactive budgeting tool for Millennials.
Created user persona from user interviews. Designed a high-fidelity prototype and collaborated with a team of three to design key features for users.
Skills: *IOS, Mobile Applications, Adobe XD*

Education

Georgia Tech University | Atlanta, GA (Remote) | September 2020
Certificate in User Experience and Interaction Design Program

The University of Georgia, Honors College | Athens, GA | December 2019
Bachelor of Arts in History, Studio Art Minor, Certificate in Museum Studies
Magna Cum Laude, Cumulative GPA 3.83/4.0

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Work Experience

Customer Service Associate | The UPS Store | Macon, GA | October 2020

- Greets over 200 customers daily with friendly and prompt customer service
- Recognized by the manager for quick learning and useful problem-solving skills during the busy shipping season.
- Analyzed common user experience challenges associated with the customer's experience at The UPS Store. Offered constructive solutions to customers and management.

Communications Intern | Georgia Museum of Art | Athen, GA | January 2019 - May 2019

- Researched and wrote about artists and works of art in informative weekly blog posts
- Crafted 10 press releases about museum events and exhibitions
- Interviewed curators and other professional about upcoming exhibitions
- Analyzed 2 years of social media data with Crimson Hexagon software and suggested 3 creative solutions to increase social media engagement with the museum audience.

Childcare Provider | YMCA Athens | Athens, GA | January 2020 - March 2020

- Cared for children ages 6 weeks to 12 years old by maintaining a safe play environment and facilitating interactive games and activities.
- Informed children's parents or guardians about daily activities, behaviors, and related concerns about their child's experience at the YMCA.

Lifeguard | Ramsey Aquatics | Athens, GA | August 2018 - November 2019

- Responded to emergencies with appropriate care and professionalism
- Organized data about mile swim club into Microsoft Excel. Emailed participants their total swim mileage each month.

Leadership and Volunteer Experience

Club Cross Country President | Competitive Sports | January 2017- January 2019

- Communicated team goals through public speaking and social media to 70 team members.
- Increased team competition participation by 10% by implementing new email and social media communication campaigns.
- Implemented necessary travel arrangements for each competition. Responsible for allocation of team funds.

8th Grade History Campus Tour Guide | University of Georgia | March 2019

- Led 70+ 8th grade students and their teachers on a campus history tour to 6 different significant locations.
- Discussed the social and historical significance of each site with students. Challenged students to think about their personal goals and potential future at a college campus.