

- 262.364.9864
- mackenzieraemiller@gmail.com
- mackenzieraelee.com
- Minneapolis, MN

mackenzie

Hello! I am Mackenzie Lee. I am a passionate UX designer dedicated to making the complex simple. I specialize in crafting innovative, human-centered experiences through user research, thoughtful design, and cross-platform collaboration. I thrive in team environments, working closely with product owners, designers, developers, and stakeholders to bring functional, elegant, ideas to life. I am driven by curiosity and a desire to create solutions that are easy to use, and truly resonate with people. I look forward to working with you!

Education

B.A. Graphic Design
Winona State University
2012-2016

Skills

- Figma
- User Research
- User Analysis
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Basic HTML/CSS
- Team Management
- Leadership
- Organization

Awards

Furniture World Product Release
Rev Website Platform Achievement
Oct. 2019

Home Furnishings Business Innovation Award
Two-Step Checkout Shopping Cart Innovation
Jan. 2018

Affiliations

AIGA Member
WithIt Member

Work Experience

MOBE | Minneapolis, MN | 2022 - Present

Senior Digital Experience Designer

- Design and develop consumer Health Guide App experience
- Design and develop and internal Health Coach Portal experience
- Partner with front-end and back-end development teams to collaborate and product digital solutions, ensuring final product aligns with user needs and business goals
- Design and craft user flows, wireframes, and interactive prototypes that bring digital experiences to life
- Create end to end engaging and seamless experiences for Guides and Participants
- Lead Product team through design workshops to converge on refined ideas
- Conduct usability testing to pressure test design at various stages of development
- Conduct internal and external research to understand user landscape

FURNITUREDEALER.NET | Minneapolis, MN | 2016 - 2022

User Experience & Graphic Designer

- Front-end UI/UX web design for new website platform - includes platform header, navigation, homepage, footer, browse page, product page, and mobile responsive design
- Front-end UI/UX web design for two-step online shopping cart and check out system
- Project managed new product builds for website platform, and online checkout system
- Orchestrated roll out plan and multi-media marketing plan for new product releases
- Meet with clients to discuss website design solutions
- Designed and project managed all client website designs and builds
- Develop brand identity and campaign creative for marketing platform
- Develop brand identity and front-end UI/UX web design for marketplace platform
- Planned and created email/social media campaigns
- Design and print setup for company t shirt design
- Travel to High Point and Las Vegas Furniture Markets to meet with clients and promote brand

DDU AND KANE LIVESTOCK | Milwaukee, WI | 2016 - Present

Freelance Graphic Designer

- Meet with clients to strategize brand and discuss design solutions
- Design and print holiday cards each year
- Develop multi-marketing campaigns and creative to promote business

WINONA STATE UNIVERSITY | Winona, MN | 2014 - 2016

Graphic Designer

- Design, edit, and proof campus publication design
- Meet with clients to strategize brand and design guidelines
- Approve proofs to be sent to in-house shop supervisor

