About Me

I am an experienced UX Design leader focused on shaping and driving product design strategy, resulting in beautiful and intuitive end-to-end customer-focused experiences.

I thrive at collaborating with and managing cross-functional teams, championing design thinking that results in simple solutions, for complex problems that are grounded in research and data.

I am deeply passionate about all aspects of design but creating, launching, scaling, and maintaining best-in-class products that shape the user experience across all digital touch-points truly excite me.

Skills

Data Analysis & Interpretation
Research Methodologies
Information Architecture
Design Methodologies
User Flows & Testing
Presentation Skills
Persona Creation
Budgeting

Tools

Adobe Creative Suite
Sketch, Figma, InVision
CSS / HTML / Bootstrap
Google Optimize, Hotjar
Adobe / Google Analytics
Salesforce Commerce Cloud,
Drupal, Endeca, Moodle,
Wordpress

TAMARA McINTOSH

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Work History

Senior Manager, UX & Design / Spinrite Yarns (yarnspiration.com)
March 2018 - Present

Responsible for shaping long-range UX/UI strategy, goals, roadmap, and setting enhancement priorities.

Mentor cross-functional teams to embrace user-centered thinking, craft clear goals and establish appropriate deadlines that produce quality iterative designs.

Adept at scaling teams based on project needs and priorities, negotiating contracts, and managing schedules for vendors, freelancers, and support staff.

Skilled at identifying opportunities through established research methodologies, analyzing customer data, and conducting user testing to create user personas that drive conversion and delight the user.

Conduct brainstorming and critique sessions that foster big thinking that raises the bar for the quality of design and development work, enacting accessible, mobile-first, methodologies.

Create process flows, wireframes, and visual design mock-ups that effectively conceptualized and communicated detailed interaction behaviors.

A Few Highlights
In combination with consumer surveys, heat mapping, A/B testing, and consumer analytics we have improved conversion by 138% YOY.

Led and assembled Site Architecture, UX/UI, Branding & Design, Development, and Content Migration teams to integrate more than 7,000 pages of content, and 6,000 SKUs after acquiring five new brands and their websites.

Assembled Web Accessibility team to conduct audits, prioritize and design UX/UI enhancements and implement company-wide training procedures, creating a more inclusive user experience that complies with WCAG 2.1 standards.

Design Lead / Ontario Medical Association
September 2017 - March 2018

Developed and grew business relationships across the organization that increased transparency, understanding, and awareness of branding and UX to promote collaboration, strong partnerships, advocacy, and support the design best practices.

Created design flows, prototypes, sketches, and high-fidelity visuals for the OMA's Member Benefits App (IOS & Android) and website.

Improved OMA's website accessibility which RGD is currently using as an example in their Accessible Design handbook, "Access Ability 2: A Practical Handbook on Accessible Graphic Design, Revised + Supersized Second Edition".

Graphic Designer & Ecommerce Marketer **/** Grand & Toy
November 2013 - September 2017

Determined research methodologies that were necessary to improve site-wide content, user experience, search, and navigation.

Identified merchandising opportunities by analyzing customer data and conducting post-mortem analysis to provide compelling customer experiences, increasing conversion and average order value.

Produced, managed, designed, and executed promotional campaigns, increasing incremental revenue by more than 30%.

Developed strategic marketing plans to meet cross-category objectives and organization KPIs.

Enlisted Marketing Automation tools such as Omniture, Google Analytics, Monetate, RichRelevance, and Endeca to create highly personalized campaigns.

Graphic & Web Designer **/** Freelancer
February 2009 - September 2017

Organized information architecture (IA) for complex informational hierarchies by distilling them into screens and flows that are intuitive, making the complex appear simple.

Collaborate with internal/external stakeholders to solve complex design problems and web interactions for: B2B / B2C retail, education, healthcare, not-for-profits, and private sector companies.

Planned, designed and developed dynamic user-centred desktop and mobile responsive websites that leveraged Drupal, Wordpress, and Moodle content management systems.

Created compelling omnichannel digital and print brand and marketing collateral that function on-brand and on-strategy such as: websites, custom landing pages, micro-sites, digital campaigns, banners, e-blasts, animations, vector illustrations, iconography, photo editing/manipulation brochures, newsletters, business cards, magazine ads, and signage.

Crafted and maintained brand identities and strategies that elevated and differentiated.

A Few Clients: Harvard Humanitarian Initiative, PeaceBuildingData.org, National Eating Disorder Information Network, Council on Drug Abuse, EMA Partners International.

Education

Business Commerce, Ryerson University

Special Events Planning, George Brown College

Contact

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