

Ella McCrea

Strategic UX Design Leader

Data Led // Human-Centered // Growth Mindset

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about

I am a design leader with ten years of experience implementing human-centered design thinking across diverse product teams. I lead these digital teams through strategy, ideation, and execution, emphasizing research, and a steady eye on business goals. I believe great design focuses on designing **with** (not for) people, backed by thorough research and benchmarking.

essentials

As a growth-focused mentor, I help my reports way find and set goals for a creative career.

As a facilitator, I help gain consensus on vision and drive innovation.

As a collaborative leader, coach, and player, I empower my team with the knowledge that the best idea wins regardless of who it comes from.

As a data-led researcher, I can back up designs with statistical significance and make sure we are solving the right problems.

As a human-centered designer, I monitor usage data to picture what needs pruning and what needs expansion accurately.

experience

Macmillan Learning

2018 - Present

Lead UX Designer

Leading projects and teams through strategy, ideation, and execution of design on our education platform. Map and benchmark critical journeys and jobs. Manage product design execution across integrated product platforms. Design and implement processes for my teams to strengthen product strategy, ensure we solve real problems, and implement benchmarks that drive innovation and accountability. Using these processes and research methods, my teams have prevented low-value projects that save the company money and instead focused on higher-impact projects. My teams have re-designed complex systems and built out successful products.

As a direct result of my leadership, we convinced the company to build out one of the stickiest and most used parts of the system (according to usage data). My teams also set standards for long-term product vision goals, helping the team make iterative steps in an innovative direction. My team executes competitive analyses, problem validation, user research, workflow development, visual interfaces, prototype design, and raising the SEQ & SUS scores for our product. We collect continuous usage data on our live product to identify and improve flaws.

InMotion Software

2017 - 2018

Lead UX Designer

While at InMotion, I worked as a full-time, on-site resource for their client, Macmillan Learning. There, I was responsible for the quality of projects on the assessment product. I brought human-centered design to the entire development process, from designing new features to continually improving existing ones and adding to the holistic product vision. I created end-user success through qualitative, weekly, iterative user testing, and quantitative research. Working closely with product managers, engineers, stakeholders, and users, I ensured that the project was streamlined and delivered successful functionality to users. After working as a contractor through InMotion for several months, I received a promotion to team lead and was eventually hired directly by Macmillan.

HotSchedules

2015 - 2017

UX Designer

Collected usage analytics and statistics to create informed designs. Improved and created patterns within HotSchedules' products: conversion funnels, user profiles, messaging, permissions, analytics, and scheduling. Facilitated user testing, created user flows, and built functional prototypes.

skills

Leading UX teams
Leading workshops & design sprints
User Research Qual / Quant
Statistically Significant
Benchmarking
Feature Definition
Information Architecture
Interactive Prototypes
User Flow Diagrams
User Stories & Problem Statements
Responsive Design
AC / Feature Documentation
Wireframes / Mockups
HTML /CSS
Motion Design
Data Driven Design

software

Sketch
Figma
Invision
Principle
JIRA
Confluence
XD
Kite Compositor

experience

Ramware LLC.

2013 - 2015

UX Product Manager

Brought UI/UX to the company and established company branding. I designed new digital systems for a range of clients and industries, including financial services, oil and gas, government services, and business tax. Managed a team to create a data analysis product from ideation to a successful beta. I managed Jira ticket creation and sprints. I designed mockups, prototypes, UML diagrams, user stories, and feature documentation for development. Working with developers, I created and implemented UI elements using CSS3, HTML5, JQuery, and Angular JS. I secured development contracts with clients through successfully pitching ideas. Years later and in a different state, one of these clients tracked me down personally and became a client at my new agency for the opportunity to work with me again.

Firebrand

2011 - 2013

UI/UX & Concept Artist

Designed and Developed UI/UX and Assets

John Hopkins

2009 - 2010

Nano Biotech Animator

Collaborated with researchers to understand and explain their work visually. My work placed as a finalist for the 2011 Labby Awards.

education

2006 - 2010

Maryland Institute College of Art (MICA)

Bachelor of Fine Arts, 2010
Cum Laude
