Kevin McGrath
UX Designer

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617-955-6156

Work Experience

Sallie Mae - Senior Product Designer

Newton, MA September 2022 - Present

Built a lean product practice as part of the CX and Brand team within a legacy organization and delivered multiple zero-to-one launches.

- Conducted ADA audits and provided internal training on a11y as a digital service provider
- Developed research templates to improve stakeholder communications and shorten research planning cycles
- Managed other designers within the Experience team

edX - Product Designer

Cambridge, MA March 2020 - Present

Experience included a rebrand and acquisition transition, and led multiple discovery, strategy, and design projects for the marketing website (edx.org), LMS, and Enterprise platform

- Partner with product managers and directors within an Agile model to design and deliver new features and services
- Leverage research to direct strategic planning and influence roadmaps
- Encourage collaboration by employing tools like Miro, design sprints, and research reports

Wayfair - Product Designer

Boston, MA December 2017 - March 2020

Worked on metadata ingestion and management for a large vendor platform. Designed MVP experiences, complex dashboards, and contributed to the design system.

Education

University of Massachusetts - Amherst
B.S. in Psychology & English, Graduated May 2013

Areas of interest:
Neuroscience, Developmental Psychology

Skills

Design: prototyping, wireframing, persona/profile building, user scenarios

Tools: Sketch, Figma, InVision, Miro, Mural, Userzoom

Research: interviews, contextual inquiry, surveys, usability testing, Google Analytics, Hotjar

Technical: R, SQL, Excel, HTML/CSS, basic understanding of PHP and JS