LILY MCGRAW

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SUMMARY More than 17 years of design, technical management and software development experience in an entrepreneurial agile environment. Extensive background and experience in Product Management, Project Management, Product Design, Communications, Marketing, Business Process integration and as a Consultant for both start-ups and established businesses. Successfully completed full-life cycle development projects from concept to launch. Proven record as an effective team leader, organizer, manager and communicator. Detail oriented, a creative thinker, analytical, well organized & self-directed.

SKILLS Interaction Design, User Research, Usability Analyst, Information Architect, Visual and UX Design, Technical Documentation, Wire-framing, Graphic Design, Marketing, Business Analysis, Competitive Analysis, Product Design, Project Mgmt.

SOFTWARE Highly proficient with Adobe CS4, MS Office 2008, OmniGraffle. Highly versed in MAC & PC

EXPERIENCE

02-06/2011 **INTERACTION DESIGNER/PROJECT MANAGER** - ***Ayogo*** - ***VANCOUVER, BC***

- Participated in brainstorming sessions to identify targeted audience and collaborate on the design of mobile social games;
- Conceptualized games and developed game design documentation for mobile games in an Agile environment;
- Develop storyboards to convey initial visual representation and interaction of the game to refine gameplay;
- Developed low fidelity wireframes to communicate early design ideas, explore and evaluate interaction concepts, test initial navigation and effectiveness of features and high fidelity wireframes to refine user interaction and overall effectiveness prior to development;
- Incorporated use case scenarios, alternative flow and detail descriptions of the interaction, flow of features for visual designer and development team;
- Developed interactive HTML prototypes utilizing OmniGraffle to test and evaluate gameplay and user interaction;
- Collaborated with cross functional teams to integrate game design into functional software;
- Collaborate with visual designers and developers to assess content and create full design solutions on projects ensuring core value propositions are met within the games;
- Designed, executed and led research for usability test processes including field observations, interviews and usability tests.

03-10/2010 **SENIOR GUI DESIGNER/TEAM LEAD** - ***BCLC*** - ***RICHMOND, BC***

- Collaborated on multiple projects from inception through to implementation for an innovative online gaming platform;
- Collaborated with stakeholders, Business Analyst and Architects to understand user and business requirements to develop software blueprint;
- Defined and developed Information Architecture, Wireframes, Workflow, Interaction and UX and UI Design for multiple projects;
- Simplified the information architecture through the use of standard UI patterns that are familiar to users;
- Designed and developed mockups and functional prototypes for conveying the mood and design of the software/feature;
- Identified Value Proposition and cross-selling opportunities throughout product design;
- Created engaging, usable and effective visual design solutions to achieve user center goals and simplified complex systems;
- Lead the agile team through a complete software development lifecycle;
- Mentored and collaborated with team on functional, non functional requirements and deliverables;
- Worked with business clients to develop logical and physical designs for chosen features;
- Adeptly handled changing priorities throughout the product life cycle while working on multiple projects concurrently;
- Apply user personas and scenarios to develop user flow models;
- Presented Flash prototypes, interactive wireframes and PDFs to stakeholders and focus groups to gather feedback for improvement on usability, interaction and user interface;
- Conducted user and task analyses to identify opportunities to improve user experience and resolve issues.

10/09-02/10 **GAME DESIGN** – ***OLD SKOOL STUDIOS INC.,*** ***VANCOUVER, BC***

- Conducted business analysis and market research for mobile games and applications;
- Led UX strategy for multiple game projects;
- Collaborated with the design team on back story, gameplay mechanics, art style, character design, mood boards and storyboards;
- Facilitated concept development including the translation of requirements into functional prototypes;
- Refined creative concepts through market research and user feedback for original IP game projects;
- Created user stories, detailed and comprehensive wireframes, workflows and functional requirements;
- Developed wireframes and conceptual UI models and interaction flows;
- Presented design solutions to small functional teams and stakeholders.

08/06-08/09 **DIRECTOR, INTERACTION/UX DESIGNER** - ***THREECAST INC.*** - ***ST. ALBERT, AB***

- Collaborated with stakeholders and marketing team to identify user and business requirements;
- Identified information architecture and develop blueprint in an agile environment;
- Conceptualized and established overall strategy and direction for user interface design and user experiences;
- Organized, developed and conducted qualitative and quantitative user research;
- Developed documentation including wireframes, flow diagrams, use case documentation for development team;
- Developed functional prototypes to effectively communicate product design to marketing, development team & stakeholders;
- Responsible for all stages of UX design throughout the product lifecycle ensuring a compelling look and feel that meets branding, business and user requirements;
- Developed Brand Identity, UI design, Marketing Collateral, Web Design, VC presentations and Interactive Media;
- Demonstrated excellent team leadership skills, including leading, motivating and guidance to attain goals and objectives in an agile environment;
- Participated in VC pitch meetings in Silicon Valley.

07/05-08/06 **DIRECTOR OF COMMUNICATIONS** - ***MOVEL INC.*** - ***EDMONTON, AB***

- Conceptualized, designed, and developed the user interface for a customized IM client with SMS marketing technologies catered to the sports industry, including development of the client brand and UI design;

- Identified and implemented unique brand and cross selling opportunities within product;
- Worked with production team to implement User Interface and create enhancements to optimize user experience;
- Conducted task oriented test for usability and evaluation with focus groups on digital products to fulfill business requirements; Developed rich media presentations to communicate concept and marketing opportunity of software offering to prospective Venture Capitalist;
- Developed interactive dashboard prototypes to communicate results of designs and flows in order to optimize and explore new product features;

10/04-07/05 **TECHNICAL /MARKETING CONSULTANT** - ***TOTAL VISION LLC*** - ***FOLEY, ALABAMA***

- Liaised with Technical and Marketing team to develop an aggressive marketing campaign to showcase TotalVision's value proposition;
- Consulted with senior management on implementing tools for technical support, online resources for sales force;
- Participate in the redesign of the User Interface to promote and improve cross selling opportunities;
- Re-branded company logo, defined, designed and executed on marketing campaign to include collateral, advertising, POP, tent cards, catalog, tradeshow and online rich media ads;
- Researched integration of 3rd party technologies into TotalVision's software & hardware architecture to broaden/expand existing product/services.

06/03-09/04 **UX, UI and INTERACTION DESIGN** - ***PURE HITTER PRO LLC*** - ***CLEARWATER, FLORIDA***

- Elicit and translate business and user requirements for a first-to-market, MLBPA licensed, interactive hitting lesson for baseball;
- Synthesize research findings into meaningful recommendations and actionable results;
- Created wireframes, process maps, technical documentation, functional specifications and prototypes to describe intended user experience;
- Participated in the full lifecycle development and AS2 development using Flash MX 2004, Turbine Video Engine, Swfkit;
- Developed strategic marketing proposals and cross selling opportunities for prospective license partners including Alex Rodriguez, Hideki Matsui, Mizuno, NIKE, and Ripken Baseball resulting in an endorsement deal;
- Collaborated with developer on web architecture and designed user interface;
- Iterated on feature requirements with interactive mockups to test usability and functionality of features with target market;
- Assisted in the business development of new distribution channels through technical/marketing support.

11/02-07/03 **MARKETING CONSULTANT** - ***PRACTICE CADDIE LLC*** - ***CLEARWATER, FLORIDA***

- Liaised with senior level management in the design of Bluetooth device for the golf industry;
- Developed and designed corporate identity including brand, website design, client-specific custom branding, marketing collaterals, magazine articles and advertising layouts;
- Developed and implemented a system for customized advertising opportunities for exclusive golf resorts using computer graphics software and state-of-the-art printing equipment;
- Implemented a product marketing system resulting in increased sales;
- Developed high-level customer relationships and an aggressive direct response marketing campaign for technology installed in world class golf resorts and dozens of other high end properties;
- Delivered high-quality branding promotions, events, campaigns, online direct mails/newsletters;
- Create sales tools to assist the sales teams in all phases of the sales lifecycle.

1987-02 **VISION SYSTEMS CONSULTING** - ***CONSULTANT, VANCOUVER, BC & ST. ALBERT, AB***

- ***NAIT 99-02:*** Developed and provided In-Service training for The Northern Alberta Institute of Technology (NAIT);
- Trained and administered Basic Computer Literacy Program testing for NAIT staff;
- Provided support in designing of SAP internal training documentation and deliver results for Version 7.5 PeopleSoft HRMS modules;
- ***FINANCIAL SERVICES 98-99:*** Established intensive module-based in-house educational training program for financial advisers to include multimedia marketing presentations, education manuals, and lesson CD for licensing resulting in a city wide training system;
- Implemented Branch Management administrative systems to maintain full compliance with changing industry regulations;
- Collaborated with executives to design results oriented training methods, resulting in success rate for agent licensing and sales;
- Organized and developed multimedia training presentations for citywide events and conferences;
- ***DR. CM MILLS AND KING 90-95:*** Responsible for IS Management including troubleshooting, office automation, deployment and liaising with the architect to create an automated work environment;
- Collaborated with administrative staff and architect to implement features and QA testing of scheduling program;
- Developed electronic forms to automate & migrate with patient DB to cross reference to AR and treatment status.
- ***MUSTANG SURVIVAL 89-90:*** Successfully implemented and migrated Lectra European AutoCAD data to Gerber AutoCAD;
- Consulted with senior management on Product Management processes and provided consulting services to improve and streamline manufacturing processes and reduce cost for survival apparel for Consumer, Industrial, and Military markets;
- Collaborated with Senior Management, Departmental Managers, Engineering, R&D, Sales & Marketing and Production to improve aesthetics of product line and still meet market requirements for function, safety, aesthetic appeal resulting in increased sales;
- Provided Gerber design, technical and manufacturing support to R&D, Marketing and Production departments;
- Assisted in the design and publishing of an illustrated hard cover book, published in Canada, for the scientific community, written by Dr. Chris Brooks (ISBN 0-9699913-0-4; "Designed for Life") for product marketing.
- ***MANUFACTURING 82-89:*** Collaborated with both senior and functional managers to implement complex change programs to improve manufacturing processes, cut operations cost, improve product development and increase efficiencies and quality;
- Provided testing, performance analysis, and development of process flows, file procedures, and documentation for a automated manufacturing system;
- Developed spec sheets to include illustrations, color combos, construction details, measurements & graphic details;
- Successfully implemented Gerber Technologies within made-to-measure industry and provided operational support and integration planning for staff, streamlining the manufacturing processes reducing cost by 30%;
- Developed initial sample specifications from original samples and/or design sketches to evaluate prototypes.
- Designed and Implemented college-level courses in AutoCAD Design at Kwantlen College, including the preparation of the curriculum.

EDUCATION **Kwantlen College,** Richmond, BC * Design & Marketing Diploma * References available upon request