Ivana McConnell

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ABOUT

Experienced senior product designer (10+ years) looking to lead design teams, influence product strategy at a high level, and build products that solve user problems in opinionated, straightforward ways.

EDUCATION

University of British Columbia
BA Psychology

VOLUNTEERING

BC Crisis Centre, Volunteer Responder
Answering phones at a crisis centre and providing support to callers in distress

NOTABLE SIDE PROJECTS

Origins (until 2019)
An interview series on minority folks in tech describing the moments which made them fall in love with our industry.

Facets (until 2017)
A bimonthly newsletter showcasing writing by minorities in tech.

Offscreen (until 2018)
Editorial assistant duties for a well-regarded print publication about the web.

WORK EXPERIENCE

Sr. Product Designer
Aug 2019 - Present

HashiCorp Vault

- Owning design for high-impact features for HashiCorp Vault, including but not limited to a billing dashboard, Transform and Key Management secrets engines, cryptographic operations, and a replication dashboard.
- Running ideation workshops and design reviews with leadership and team stakeholders to gather feedback and reduce project churn
- Created API and CLI guidelines for both Vault and Boundary to increase consistency and improve user experience
- Contributed data visualization components to the Structure design system
- Mentoring early-career engineer and designers, as well as serving as a Bridge Guide for new arrivals to the company
- Conducting communication and collaboration interviews for prospective engineers, designers, and product managers.

Sr. UX Designer
Apr 2016 - July 2019

Customer.io

- The sole designer for 2.5 years; responsible for setting product's UX direction
- Projects owned include a customer messaging journey tracker, a CSV data import tool, a drag-and-drop condition builder for sending messages to end-users, a message A/B testing feature, and push notification capabilities.
- Creating design assets for print, digital, and clothing
- Involved in hiring, interviewing, and onboarding product managers, engineers, and two new designers to the company
- Conducted a components inventory to lay the foundation for building a design system with two other designers
- Wrote rubric for product design career advancement which was adopted by HR
- Wrote style guides, product documentation, blog posts, and release notes

Mentor
Oct 2016 - Nov 2019

DesignLab

- Worked with 50+ students, all new to design and taking Designlab's courses in order to begin their careers in the field

I've spoken at CSSConfEU, CSSConfAU, QCon, WebCamp, CascadiaJS, &yetConf, Typebrigade, Alterconf, and held numerous workshops within my work, both design-related and otherwise. I've been a mentor with DesignLab, taught code and design with CodeFirst: Girls in the UK, and have been a mentor with Ladies Learning Code and Girls Learning Code in both Toronto and Vancouver.

- Courses mentored include UX Academy, UX Research and Strategy, Interaction Design, and Design 101
- Gave feedback on students' work in UX and visual design to help them improve their skills and set them up for a career in the field.

Sr. Interaction Designer   Oct 2014 - Apr 2016

Myplanet

- Responsible for design work for a range of clients and projects, from local clients to international businesses and chains
- Projects ranged from mobile e-commerce apps to grocery chain websites
- Conducted user research (surveys, field interviews, and prototyping)
- Developing individual features and prototypes in code
- Presenting design proposals and finished client work to stakeholders

Lead UX Designer   Mar 2013 - Oct 2014

Stipso

- Sole designer at a startup working on a publishing tool, written in Ruby and Ember, that created infographics which display and collect data in real time
- Led UX design and front-end development for the product
- Iterated upon beta-test feedback and analytics results to create new features and improve existing ones
- Led design on custom data visualizations for clients such as Digitas (advertising agency), FreeAgent accounting software, Edinburgh Airport, and the Glasgow City Council
- Created proposals and pitches and collaborated with engineers to write

References available upon request.