

Mckenna Gammon

PHONE (614)-800-2727
EMAIL gammonmckenna@gmail.com
PORTFOLIO mckennagammon.com

SKILLS

- Figma
 - UX Research
 - Adobe InDesign
 - Adobe Photoshop
 - Wireframing
 - Prototyping
 - Adobe XD
 - Agile Methodologies
 - Mockups
 - Design Systems
 - Adobe Illustrator
 - CX Journey Mapping
-

EXPERIENCE

UI/UX DESIGNER - SURGE STAFFING

November 2024 - Present

- Leading company website redesign by overhauling site architecture, auditing competitors, and applying insights from Google Analytics and user surveys.
- Built a scalable Figma design system to drive consistency and usability across projects.
- Designed pixel-perfect, functional wireframes and prototypes using Figma.
- Collaborated with developers, stakeholders, and content teams to deliver accessible, user-centered digital experiences.
- Managing end-to-end UX for mobile app, intranet, and merch store redesigns, balancing business goals with user-centered strategy.

*** Technology Rotational Program June 2022 - November 2024 ***

USER EXPERIENCE DESIGNER - NATIONWIDE

November 2023 - November 2024

APPLIED INSIGHTS (ROTATION 3)

- Collected user feedback on a customer journey platform to identify pain points and leverage opportunities for enhancing user experience and driving platform improvements.
- Led the comprehensive redesign of critical team website pages pivotal in articulating the services provided by our team, boosting page views by 67%-100% and average user time by 23%-100% in 30 days.
- Curating insights to build better user experiences across the company's products and services.

USER EXPERIENCE DESIGNER - NATIONWIDE

March 2023 - October 2023

PROPERTY AND CASUALTY PRODUCT DESIGN (ROTATION 2)

- Teamed up with talented designers to deliver a successful, user-centric insurance quoting application.
- Regularly liaised with key stakeholders to guarantee product satisfaction and alignment with business goals.
- Constructed reusable components in Figma, enhancing consistency across the product and accelerating speed to delivery.
- Spearheaded frequent meetings between designers and developers to ensure seamless product handoff and delivery.

USER EXPERIENCE DESIGNER - NATIONWIDE

June 2022 - February 2023

DESIGN STANDARDS AND EMERGING EXPERIENCES (ROTATION 1)

- Mastered Figma design software, proficiently leveraging its features and functionalities.
- Partnered closely with top-tier interaction and visual designers.
- Created a custom design system in Figma, ensuring satisfaction of an internal client, optimizing their project efficiency and consistency.
- Leveraged Figma to build components and establish cohesive color and text styles.

TECHNOLOGY STUDENT WORKER - NATIONWIDE

July 2021 - May 2022

- Demonstrated capability resulting in increased responsibilities and expectations.
- Pursued further skillfulness in development tools and technologies.
- Strengthened proficiency in APIs, Apigee, DocOps, and Postman.
- Advanced Agile methodologies experience through continuous learning and application.
- Routinely led productive team stand-up meetings.

EDUCATION

KENT STATE UNIVERSITY

August 2018 - May 2022

B.S. Digital Sciences (Concentration in Digital Systems Interactions)

Minor User Experience Design (UXD)

GOOGLE UX DESIGN CERTIFICATION

Completed January 2023

Successfully completed Google's UX Certification program, mastering a comprehensive curriculum encompassing the design process and essential skills such as user testing, research, wireframing, prototyping, and visual design principles. Proficiently applied acquired knowledge to streamline the hand-off process to developers, enhancing collaboration and project efficiency.