

MACKENZIE FARINA

U I / U X D E S I G N E R

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 mackenziefarina.com

SKILLS

- Figma / Zeplin / Sketch
- HTML and CSS
- Presentational JavaScript
- Accessibility
- Wireframing and prototyping
- User research
- Systems thinking
- Iterative design

EDUCATION

AWS CERTIFIED CLOUD PRACTITIONER

Amazon
June 2021

DESIGN OF USER EXPERIENCE GRADUATE CERTIFICATE

Metropolitan State University
2018 - 2020

BACHELOR OF SCIENCE

University of Wisconsin - La Crosse
2010 - 2014

EXPERIENCE

UI/UX DESIGNER

Gensler

Nov 2021 - Present

- Establish UX practice within the software as a service division
- Define, grow and maintain the division's design system and design guidelines
- Advise and partner with engineers on accessibility best practices
- Create testing protocols, conduct usability testing and present results to stakeholders through storytelling

DESIGN SYSTEM ENGINEER

Securian Financial Group

Jun 2016 - Nov 2021

- Built and supported design system using HTML5, CSS3, JavaScript and front-end development libraries including jQuery, Sass, Bootstrap, npm and Webpack
- Deep knowledge in web accessibility, accessible best practices and interpreting the WCAG
- Created component prototypes and full-page wireframes in Sketch and InVision
- Consulted with 10+ product teams on component usage, user testing and accessibility best practices to ensure a consistent digital experience across the organization

MARKETING TECHNOLOGY ENGINEER

Securian Financial Group

Feb 2018 - Dec 2019

- Provided technical solutions and support for martech tools including: Salesforce Marketing Cloud, Pardot, Seismic, Highspot, AEM Digital Asset Manager
- Built and maintained a Java-based custom categorization job that leverages an API to process hundreds of digital assets from AEM
- Championed and drove adoption of marketing technologies through tool demos and workshops; educated internal marketers on leveraging martech tools to create automated workflows and customer personalization