Alicia MacCara

Naturally inquisitive, life-long learner and systems thinker with experience leading impactful cross-functional design projects.

EXPERIENCE

Product designer 2 / Microsoft

June 2021 - September 2024

Lead project to add and update features to create a robust webinar scheduling form resulting in a **58% increase** of monthly active users, a **33% increase** in Monthly Active Teams (MAT), and a **50% increase** in webinars started year-over-year.

Proposed and **facilitated workshops** to align IA and content-design across multiple Teams products.

Worked closely with the research team to **create and conduct research**, and analyze the results.

As the team's "accessibility champ", I consulted the team, offered suggestions, and approved designs to ensure **accessibility**.

Collaboratively designed a **user-focused process** for the team, outlining design phases, requirements, and outcomes.

Designer 2 / Foursquare

February 2018 - May 2021

Managed merger of websites post-acquisitions. Conducted stakeholder interviews, UX research, and site audit. Designed site structure, visuals, and multimedia. **New site saw a 14x increase in page views.**

Developed and launched a designer **training program**, covering campaigns, client interactions, and design software. **Mentored new designers.**

Created a handbook for departments, detailing our creative services, solutions by performance goals or industry, and a resource directory.

Designed and programmed high-performing, interactive mobile ad experiences while **collaborating with clients and internal departments.**

Graphic Designer / iHOPE school

April 2017 - February 2018

Developed creative concepts with input from the marketing team and staff for print, web and social projects while **adhering to strict deadlines.**

Coordinated with vendors to **produce quality print material** on time.

SKILLS

- Accessible design

- Defining systems and IA

- Process creation and implementation

- Storytelling, negotiation, and gaining stakeholder alignment

- Workshop facilitation

- Object mapping, user flows, wire-framing and prototyping

- Crafting and conducting research and usability testing

EDUCATION

Fullstack bootcamp / Nucamp
JS, React, React Native, NodeJS, MongoDB, Express

.Net bootcamp / Coder Foundry
C#, .Net, SQL, Git

Design modules / TGDS
Graphic design fundamentals

BCOMM / Saint Mary's University
Major: Global business management,
Minor: International Development studies

CONTACT

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