

EMI MACLEOD

INTERACTION DESIGNER

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Part time metalhead, full time interaction designer with over five years of experience creating and shipping products. Most recently working on making Amazon's Alexa safe and delightful for drivers. Driven to solve complex problems and translate visions into reality.

EDUCATION

Master's Degree
Human Computer
Interaction & Design
2016-2017

Bachelor's Degree
Graphic Design / Art History
2009-2013

● **University of Washington** / Seattle, WA

● **Maryland Institute College of Art** / Baltimore, MD

WORK EXPERIENCE

UX Designer II

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UX Designer I
Alexa Automotive
Amazon Advertising
2018 - Present

UX Designer
Enterprise Networking
2017 - 2018

Designer
Design Agency
2013 - 2016

● **Amazon** / Santa Clara, CA

- Work in iterative cycles to build, prototype, and test Alexa experiences inside vehicles
- Collaborate with UX research, product management, and engineering to make data informed design decisions
- Design lead for [Auto Mode](#) from concept to execution, increasing Amazon's reach inside vehicles by millions of users
- Contributed to [Human Interface Guidelines](#) for internal and external partners
- Influence key stakeholders up to SVP level, articulating rationale and design decisions

● **Cisco** / San Jose, CA

- Defined user needs, workflows, and interfaces for next gen networking software
- Utilized flows and prototypes to communicate and evaluate design concepts in close collaboration with engineering, product management, and UX research
- Distilled complex workflows for enterprise tools into intuitive, simple solutions for intent-based networking software ([DNA Center](#))
- Evangelized design thinking and best practices throughout the organization to build design culture at Cisco

● **BCG** / Baltimore, MD

- Created digital interfaces for local and global clients such as [Johns Hopkins University](#), [Nanoleaf](#), and [Kao Beauty Care](#) (Biore, Goldwell, John Frieda, et al.)

● **ripe** / Washington, DC

- Developed and applied brand systems for a variety of clients like [Puesto](#) & [WPA](#)

EXPERTISE

- Cross-functional collaboration
- Data-driven decision making
- End to end design
- Low to high fidelity prototypes
- Rapid, iterative testing
- Driver distraction & safety research
- Design for driving & high risk scenarios
- Mobile & multimodal design