

# Margaret Hogg

UI/UX Designer  
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## Education

BFA from Columbia College Chicago

## Freelance

**General Motors** - I created and developed user experiences for GM's internal employee portal.

**Imagination/Ford** - As part of a group of consultants, I produced ideation and wireframes for the 2021 Ford Mustang Mach-E center console.

**AT&T** - I designed signage and environmental wraps, apparel designs, illustration, storyboards, ideation, and video for training programs and brand activations.

**Samsung** - I designed large scale graphics and print collateral for experiential marketing events.

## Fulltime

March 2019–July 2020

### United Airlines

*Senior UX Analyst*

I worked with the Mobile App & Notifications team on UX strategy for the United app, and helped coordinate a large rebrand of United's mobile products.

February 2017–August 2018

### ActiveCampaign

*Product Designer*

I worked closely with the mobile development team on ActiveCampaign's first app for iPhone. I used brand guidelines and UX research to translate their complex web-based CRM into an intuitive and easy to use mobile app, and a UI kit for future mobile development.

July 2014–November 2016

### Shiftgig

*UI Designer*

I created UI/IX design for Shiftgig's client-facing and internal products on web, iOS, and Android. I created an illustration style as a central part of the Shiftgig brand. I also assisted with UX research, email design, and front end development.

February 2013–July 2014

### Lightology

*Web Programmer/Designer*

I designed, coded, and managed websites and email campaigns for Lightology and their sister company, PureEdge Lighting.

January 2010–September 2011

### Riverwatcher Studios

*Web Designer*

I designed web layouts and developed them using HTML and CSS. I also designed UI and graphical assets for iPhone games.

## Additional Skills

Illustrator, Photoshop, Sketch, InVision, Zeplin, Agile, HTML, CSS, Illustration & Animation