

# MARGARET HOGG

## PRODUCT DESIGNER

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### ABOUT

I'm a multifaceted designer with a decade and a half of experience. I have spent the last ten years honing my expertise in product design. I am passionate about cross-platform design systems, accessibility, and creating human-centered experiences. In addition to product design, I have a background in illustration and web development.

### EXPERIENCE

#### Graphic Designer – Freelance

*December 2022 – Present*

- Focused on small projects in product design, illustration, and digital design.
- Managed social media for a Detroit nonprofit.

#### Product Designer – SteelSeries

*April 2022 – December 2022*

- Lead design for SteelSeries' game capture software, Moments.
- Expanded and refined the brand and design system through collaboration with fellow designers.
- Collaborated closely with the development team to implement and iterate on features.

#### UX/UI Designer – Camping World

*February 2022 – April 2022*

- Partnered with stakeholders to collect insights and feedback while working on the launch of RVs.com.
- Crafted visually captivating landing pages customized to drive engagement and conversions.

#### Senior Product Designer – Venmo

*March 2021 – January 2022*

- Collaborated with the CFS team to enhance features for Venmo Debit and Credit Card customers.
- Helped design Venmo's Cash Back to Crypto feature.

#### UX/UI Designer – General Motors

*November 2020 – March 2021*

- Developed user experiences for GM's internal employee portal.
- Implemented intuitive design solutions to streamline internal processes.

#### Senior UX Analyst – United Airlines

*March 2019 – July 2020*

- Led design for the Mobile App & Notifications team at United.
- Implemented UX strategy and oversaw a large-scale rebrand of United's mobile products.
- Managed UA's mobile design library and ensured alignment with their core ATMOS design system.
- Helped pioneer accessibility standards and strategy, marking a significant milestone for inclusivity.

#### Product Designer – ActiveCampaign

*February 2017 – August 2018*

- Led design efforts for the company's first iPhone app.
- Ensured interaction parity with the web platform and maintained brand consistency.
- Conducted product research, created UI kits, and developed prototypes.
- Supported the mobile development team throughout project development.

### EDUCATION

#### Bachelor of Fine Arts – Columbia College Chicago

*2003 - 2008*

### SKILLS

Adobe Creative Suite / Agile processes / Canva / CSS / Design Systems / Illustration / Figma / HTML / Illustration & Animation / JIRA / Sketch / Zeplin