

Margaret O'Quinn

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Experience

McKinsey & Company | Atlanta, Georgia

Product Design Lead | June 2022 – June 2026 (4 years)

- Translated ambiguous client requirements and market insights into actionable product strategies and scalable design systems, driving the development of internal Partner support and feedback platforms.
- Directed the end-to-end product design lifecycle, overseeing comprehensive user research, persona development, journey mapping, wireframing, storyboarding, and rigorous usability testing.
- Spearheaded the design and launch of a critical Partner support platform; championed the firm-wide expansion of the product's capabilities, which yielded a **65%** increase in user adoption.
- Collaborated strategically with cross-functional leadership—including product managers, business analysts, and software engineers—to ensure design solutions are technically feasible, highly scalable, and optimized for development.
- Leveraged deep business acumen and stakeholder management skills to bridge the gap between creative vision and business strategy, effectively communicating complex design rationale to executives to prove commercial value and ROI.
- Elevated user satisfaction for core feedback tools by **30%** (validated through NPS and CSAT metrics) by championing targeted usability and experience enhancements.
- Optimized the mobile user experience across various feedback platforms, successfully driving a **12%** increase in mobile adoption rates.
- Accelerated design workflows and time-to-market by pioneering the integration of generative AI tools (including Figma Make, Cursor, v0, Lovable, and ChatGPT) into the broader product design process.

Atlantic American Corporation® | Atlanta, Georgia

UX/UI Designer | October 2018 - June 2022 (3 years 9 months)

- Design Lead who collaborated with development team and stakeholders in creation of an insurance application platform, online claims process, revamping of billing and payments, and ongoing projects to improve the UX of portals for policyholders, agents, and internal employees.
- Responsible for the entire UX process from start to finish in an agile work environment.
- Managed multiple complex projects at one time.

Cox Enterprises | Atlanta, Georgia

Contract Graphic Designer | September 2018 - October 2018 (2 months)

- Production design work for a wide range of print and digital deliverables.
- Managed multiple projects at once and met tight deadlines. Exhibited strong skills in creativity, layout, typography, attention to detail, and time management.

Komery Mechanical Services | Atlanta, Georgia

UX/UI Designer & Marketing Manager | January 2017 - July 2018 (1 year 7 months)

- Executed marketing and advertising initiatives. Design of digital and print marketing materials, including ads, sales brochures, branding, and presentations.
- Rebranded website to a more user centric platform, bringing an 8% increase in new customers

SASVS General Contractors | Atlanta, Georgia

Contract User Experience Designer | December 2016 - January 2017 (2 months)

- Redesigned company website, which resulted in a **15%** annual increase in acquiring new clients.

- Used comparative and competitive research, site mapping, user-flows, wireframing, mock-ups, and user testing. Successfully fixed previous user function frustrations, and branding issues.

The Home Depot | Atlanta, Georgia

User Experience Design Intern | November 2016 - December 2016 (2 months)

- Worked with a UX team to successfully design an in-store mobile app that enhances the retail experience with an interactive store map, product lists, and suggestions.
- Our final deliverable eliminated customer frustrations of finding items and created a faster shopping experience. My role was heavily in creating the user flow, wireframing, and designing prototypes.

UPS | Atlanta, Georgia

Graphic Designer | October 2015 - September 2016 (1 year)

- Lead graphic designer on start-up affiliate marketing program that successfully grew to 400 affiliates.
- Additional projects included web and print ads, branding, brochures, and presentations.
- My redesign of the My Choice Premium banner ad tripled the previous number of clicks, resulting in a **7%** annual increase in click-through revenue.

Kraft Foods | Florida, Georgia, South Carolina

Key Account Manager | July 2011 - December 2013 (2 years 6 months)

- Maintained diverse distributor and operator accounts for Vending Sales.
- Negotiated complex contracts with key clients, managed distributor trade programming dollars, operator programs, and new product placements.
- Prepared distributor reports on sales, forecasts, and marketing allocations.
- Developed a sales strategy to grow annual sales by **10%**.

Kraft Foods | Atlanta, Georgia, Huntsville, Alabama

Retail Sales Representative | May 2008 - July 2011 (3 years 3 months)

- Selling, business relationship building, presenting in-store merchandising programs to key store personnel.
- Responsible for selling, planning, ordering, and logistics of Direct-Store-Delivery schedule for Nabisco brands.
- Used strong selling and marketing skills to continually increases sales by **10%** from prior year.

The Ritz-Carlton Hotel Company LLC | Greensboro, Georgia

Guest Relations Coordinator | November 2005 - May 2008 (2 years 7 months)

- Represented the hotel as a point of contact for VIP guests and functioned as a liaison between all hotel departments to ensure proper coordination of important guest information, and needs.
- Exhibited strong ability to rectify guest difficulties in a tactful manor.

Education

General Assembly

UX Design Immersive | Atlanta, Georgia | September 2016 - November 2016

Georgia College & State University

Bachelor of Fine Arts | Milledgeville, Georgia | 2001 – 2005