

portfolio\resume.html



Audrey Mackey

Audrey is a designer with the desire to bridge the gap between UX/UI design & development. They treat product design like a puzzle to be solved: equal parts critical thinking and creative solutions.

CONTACT

(925)899-0490 <u>aud@audreymackey.com</u>

REFERENCES

References will be provided upon request.

WORK EXPERIENCE

GWENNE WILCOX

Freelance Web Designer

Los Angeles, CA (Remote)

September 2021 - May 2022

- Collaborated with Gwenne to rebuild her website. Translated mock-ups and wireframes into class landing pages.
- Maintained design consistency throughout Gwenne's website, promotional materials, newsletters, and billing forms.
- Created promotional material and formatted digital newsletters for Gwenne's brand-building workshop "Branding on the Beach."

WHOLE FOODS MARKET

Customer Service & E-Commerce Supervisor

Portland, OR

April 2024 - Current

- Empowered team members to achieve and maintain exceptional performance by providing guidance, coaching, and support.
- Ensured an effective and efficient response to customer questions, requests, and/or concerns.
- Proactively identified process improvement opportunities.

WHOLE FOODS MARKET

Customer Service

Portland, OR

September 2022 - April 2024

- Developed a robust understanding of WFM's customer base and predicted issues before they were elevated to management.
- Built strong relationships with management and took up additional responsibility to assist with maintaining team health and morale.

EDUCATION

PORTLAND STATE UNIVERSITY

BFA Graphic Design

Portland, OR

Class of 2022

AWARDS

- Schnitzer A+D Scholarship
- Justin Eyerly Memorial Scholarship

SKILLS

DESIGN COMMUNICATION Desktop/Mobile UI Project Management Team Collaboration & Prototyping Design Systems Co-Creation

SOFTWARE

Visual Programming

CODING LANGUAGES

Figma	HTML
Photoshop	CSS/SCS
InDesign	Javascript
Github	



- Reimagining Zillow Rentals
- Symphony Event Branding 02
- Prescription App Interface 03
- American Dream Network

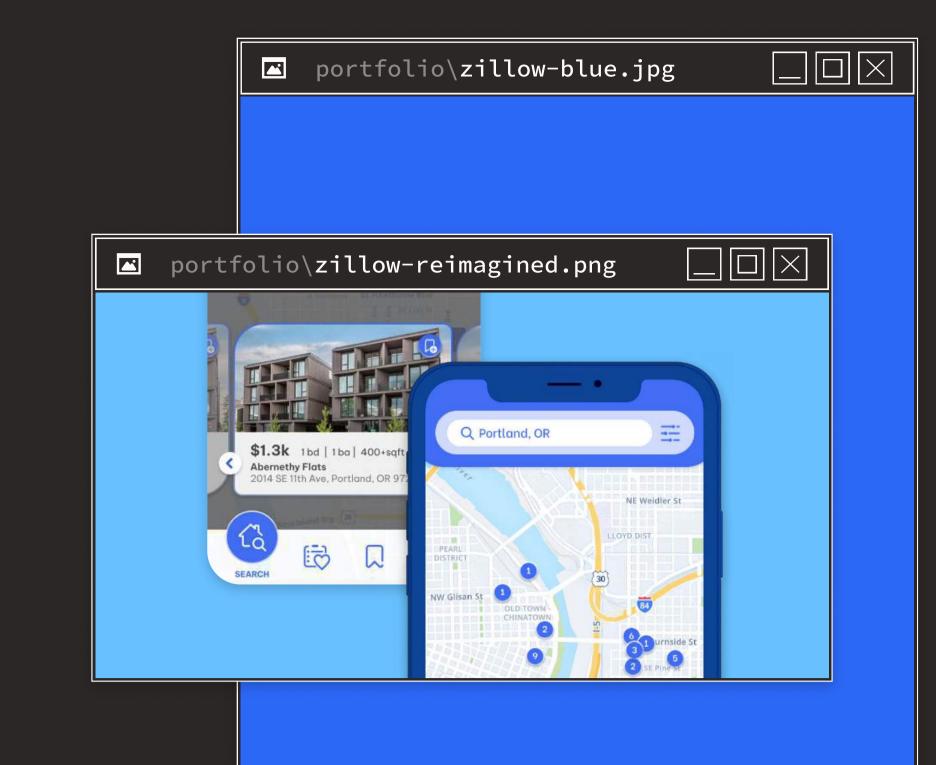
PROJECT 01 Reimagining Zillow Rentals

Zillow offers an on-demand service for renting, buying, selling, and financing real estate. The Zillow Group has many affiliate brands, but for this project I have zeroed in on the rentals side of Zillow. My objective was to reimagine the Zillow app interface to improve its visual hierarchy, and implement features that would further individualize a user's rentalfinding experience.

Case Study **FOCUS**

UX/UI Design Prototyping

Figma



aud@audreymackey.com

We're continually looking for new

OVERVIEW

ways to make it radically easier for people to move. * I carried out research, analysis, and prototyping to reimagine Zillow Rentals. I wanted to find out what Zillow does better than its competitors to make it one of the most used rental

to improve its quality going forward. * A quote from Zillow.com/careers/ **GOAL SETTING**

property apps. Through this research, I also wanted to see what could be added to Zillow

I first approached this project intending to give Zillow a face-lift. The app is perfectly

level.

functional; however, it looks utilitarian. I suspected there could be a better way to present the text hierarchy, particularly in the rental listings. Each listing holds an immense amount of information, which can leave users scrolling as they try to find information that's relevant to their needs. While the presence of more information is appropriate in this context, it is also true that some aspects of this information are only valuable to particular demographics. With this in mind, I set out to implement a feature that would give users a way to organize listing information in a way that is relevant to their needs on an individual

RESEARCH & ANALYSIS

demographic!

▶ Admin AudreyMackey

How does Zillow personalize the

rental-finding experience? imgs\zillow-email.jpg I started my investigation by asking, "How does Zillow personalize the rental-finding experience?" To improve upon Zillow's strengths, I researched its users and competitors. I compared reviews from the Google Play store to get insight into what current and past users liked and disliked about Zillow. I also selected some popular rental marketplaces to compare their similarities and differences in terms of features.

1. What makes Zillow unique? 2. What do other apps offer that Zillow does not? 3. Is a new feature necessary to remedy any faults in the app?

RESEARCH QUESTIONS

ZILLOW

CLOTHOSX

Add the ability to hide

listings. It's a complete

Jan 7th, 2021

- **USER REVIEWS**
- waste of my time to scroll through the ones I already know I'm not interested in, over and over. And please get rid of that stupid slide bar when searching by price. It's ridiculously difficult to set a price range.

**** Love this app. It's easy to use and hit a [heart] button and it's saved for you to go

JASON T.

Dec 27th, 2020

also very detail oriented. think it might be the best or one of the best apps for house, apt, or condo hunting out there.

back and see again... It's

since downloading it but I would like to see a feature that lets you hide listings

The app works great for me

and I've had no issues so far

ROBERT H.

Nov 17th, 2020

that you don't want to see anymore... Would be a nice feature and very helpful for removing clutter.

A recent update made the interface worse, in my opinion. I liked swiping sideways to flip through

houses, with the map visible

above and one thumbnail at

the bottom.... Now the only

A. MOWBRAY

July 28th, 2023

**

way to flip through properties in the map view is by clicking on each property, which is a pain especially when there are dense clusters of points.

see a certain home again. But the personalization options are great! You get to see lot size, home size,

ANON

Jan 26th, 2020

Hove an recommend this

app to everyone! I just wish

they had an option to not

in the app

location, often street views, price home type, show schools on the map, and so much more!

USER REVIEWS TAKEAWAY

"How does Zillow personalize the rental-finding experience?"

Checking reviews on the Google Play Store provided me with valuable

insights. There was a lot of praise about the amount of information Zillow

noted that they wanted the return of a hide/block feature.

provided, but little to say about how it was organized. Instead, many users

FEATURE PROPOSAL

the listing information itself, only outside of it.

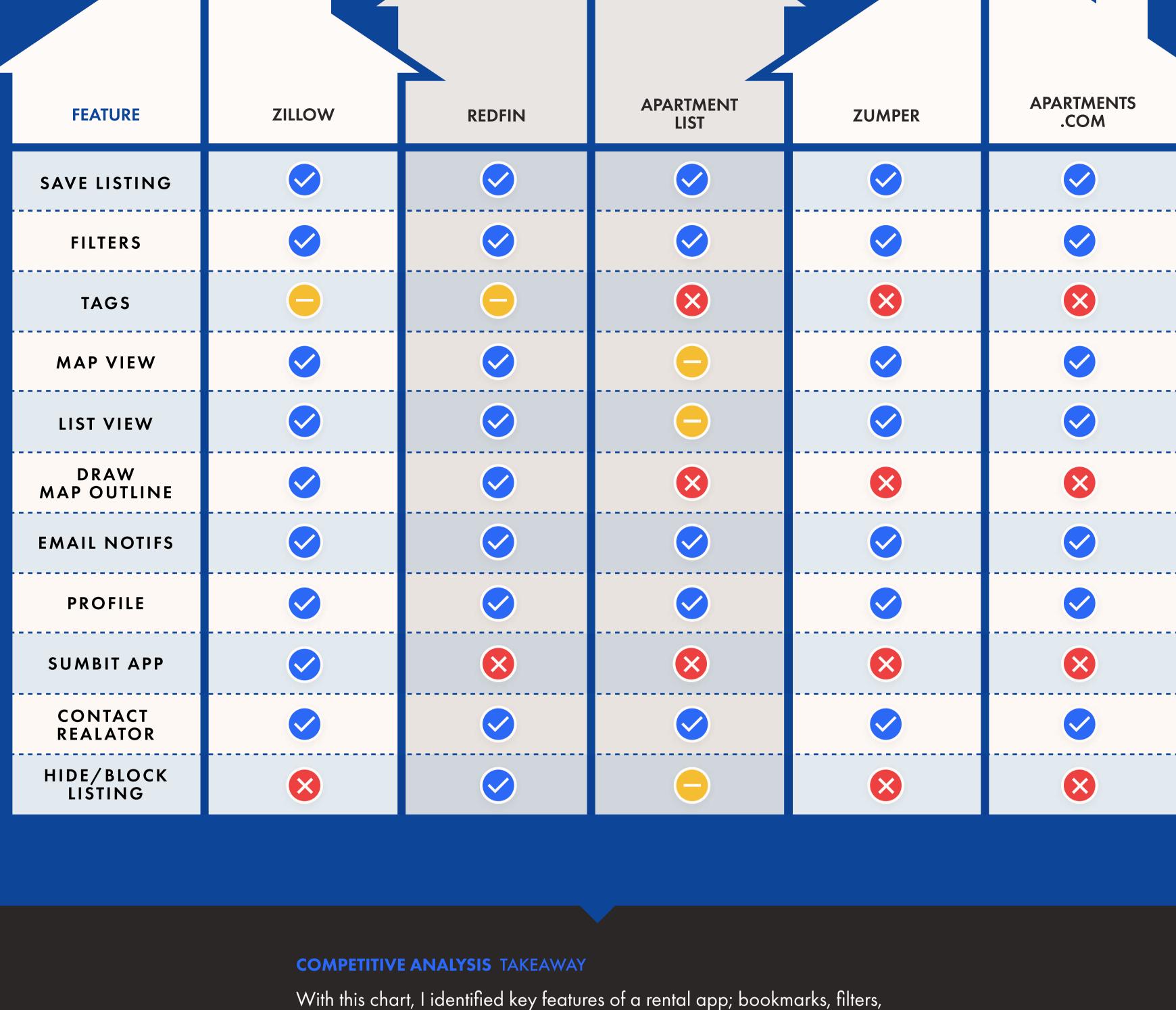
feature makes listing information modular.

SOLUTION

ZILLOW

COMPETITIVE

ANALYSIS



and notifications were universal. Something unique about Zillow is the ability

to submit applications through the app. It also appeared that Redfin was the

only app that offered the desired ability to hide listings.

Making information more relevant to the user.

Zillow already does a great job of allowing the user to filter their search parameters in depth. Zillow listings often contain long blocks of text, which can be cumbersome to read. Much of that information is left to the owner of the listing to provide. As a result, the quality also tends to differ. To remedy this situation, I proposed a new feature. In its simplest form, this new

By necessity, rental apps tend to be information-rich. However, many of these apps

struggle to find the right balance between too much and too little information. The result is

a cluttered interface and a frustrated user base. I'm certain there is a more efficient way to

individualize this process; however, I've yet to find an app that executes this task outside of

filters and bookmarks. While filters and bookmarks are key features, they don't exist within

individual needs by subtracting, adding, or rearranging the order of rental information that is displayed. LOFI WIREFRAMES

Ø = ← DROP DOWN MENU

SHARE

CUSTOMIZATION

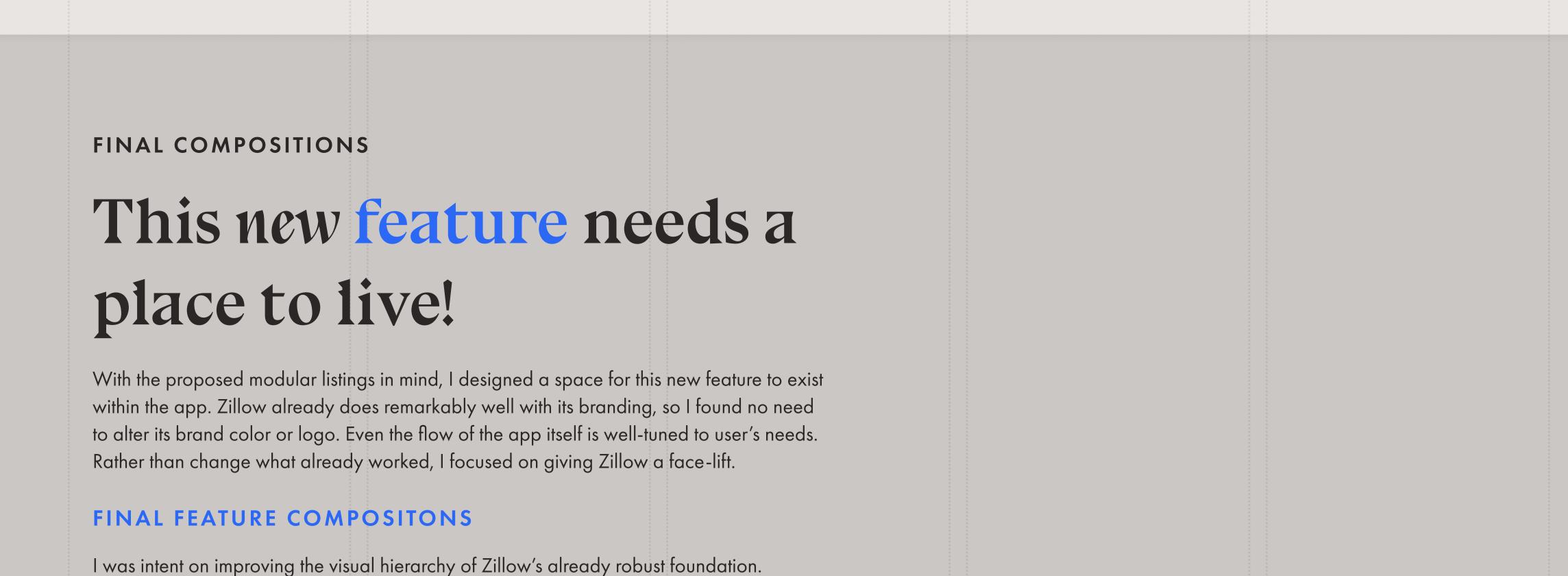
· HIDE/BLOUM

The user can arrange listing information based on the importance of their

LISTING

LISTING

Company (Company)



CUSTOMIZE RESET

SECTION

SECTION

SECTION

SECTION

SECTION

SECTION

SECTION

SECTION

= @+

= 0

= 0

= 0

= 0

= 0

Septemb Septemb

NEW FEATURE

(CUSTOMIZE LISTING)

TOGGLE

VISIBLE / NOT

HOLD + DRAG

TO REARRANGE

< CERTAIN (LEGAL)

SECTIONS CANNOT

TOGGLE

This new feature allows the user to

This added menu is also where the

desired hide/block feature would

toggle and re-arrange certain

modules of information.

live.

Abernethy Flats 2014 SE 11th Ave, Portland, OR 97214 **FLOORPLANS**

\$1.3k 1bd | 1ba | 400+sqft

6

2014 SE 11th Ave, Portland, OR 97214

MAP VIEW

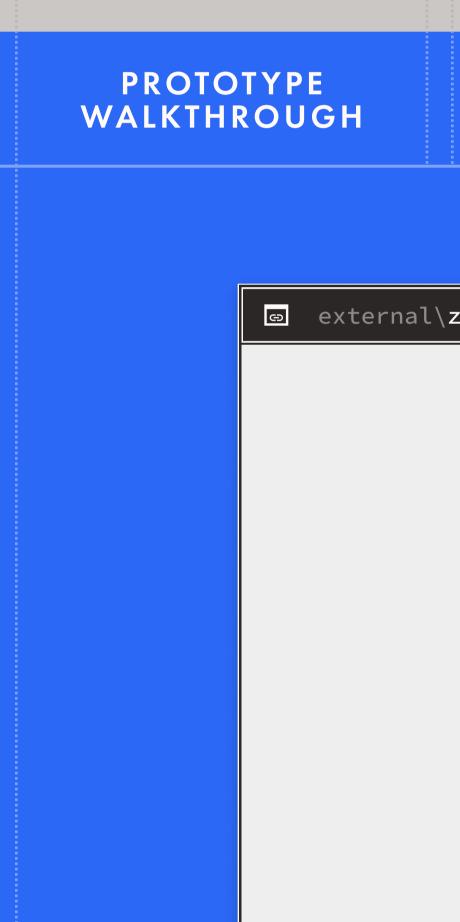
(LISTING PREVIEW)

Abernethy Flats

Specifically, I wanted interactable elements to pop. I emphasized all text and objects that

can be selected using Zillow's signature blue.

Q Portland, OR



MAP VIEW

(ZOOMED IN)

external\zillow_walkthrough.mp4

Q Portland, OR NE Weidler St

Customize Listing

Floorplans

Amenities

Policies

Transit Scores

Nearby Schools

Neighborhood

Local Legal Protections

LISTING

CUSTOMIZATION

Building Overview

WHAT I LEARNED

REFLECTION

App design is a different type of home-making—the user should feel comfortable here too!

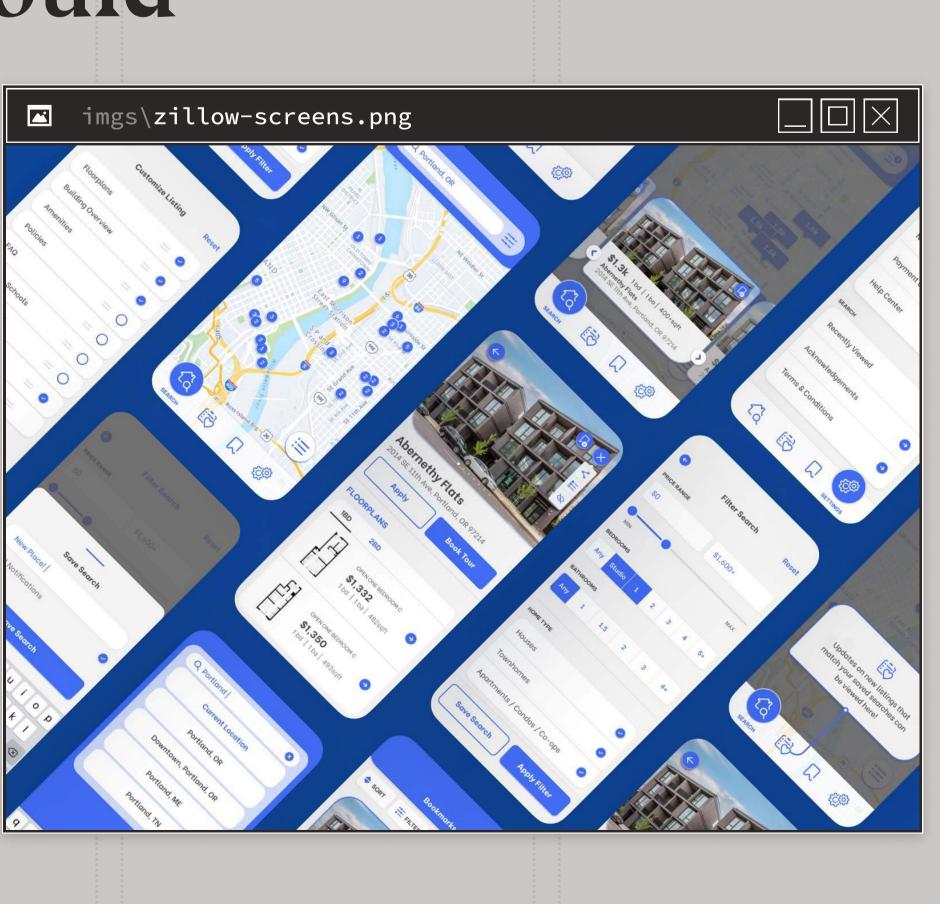
better. After changing my technique and approach, I created something we both saw value in. **CHALLENGES**

My instructor and I often didn't see eye-to-eye on this project, but I think it was for the

My project advisor pushed me to deeply consider the subconscious impact my design choices would have on the user. As a result, I spent a lot of time on visual

hierarchy. Typefaces, colors, button styles, navigation—these elements deserved a lot of consideration. Rather than follow the design decisions of successful apps, I considered what these designs taught the user. It was ingrained habits that led users to understand the flow of an app, rather than the inherent clarity of the design hierarchy itself.

Many popular designs are applied because they are eye-catching; however, this does not always make them the right choice for user experience in the long run. This project was a practice in teaching the user the overall design language that an app uses and helping them assimilate without friction.



URL: https://www.youtube.com/watch?v=adcnznupkdq

(925)899-0490

Book Tour

OPEN ONE BEDROOM C

1 bd | 1 ba | 482sqft

OPEN ONE BEDROOM C

1 bd | 1 ba | 493sqft

\$1,332

\$1,350

LISTING PAGE

1bd | 1ba | 493sqft LISTING PAGE (DROP DOWN)

Abernethy Flats

FLOORPLANS

2014 SE 11th Ave, Portland, OR 97214

OPEN ONE BEDROOM C

1bd | 1ba | 482sqft

OPEN ONE BEDROOM C

\$1,332

\$1,350

Book Tour

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I often look at apartments on Zillow for the fun of it (and because I yearn for a place with a washing machine). It was during one of my forays into the rental market that I noticed a lot of listing information was irrelevant to my **EXAMPLE:** As a childless twenty-something, I have no interest in looking at nearby school

(925)899-0490

Personalize your search

Zillow Email Campaign 2023, Zillow

OVERVIEW

Brand Design

Print Layout

Program Development

FOCUS

Our community is united by the power of music. I was tasked with developing an event for a local business. I chose to focus on a 125-

InDesign

Photoshop

year-old Portland Community staple: The Oregon Symphony. The Symphony visits numerous regional communities and has multiple programs to cultivate music appreciation within the people it reaches.

MY ROLE

The scope of the project included content writing, branding, advertising, and designing a program booklet for the event. I was initially interested in the Oregon Symphony's Grammy-nominated album, Music for a Time of War. I wanted to evolve this theme by creating an event that illuminated different historical periods of music. It would be too broad to focus on an entire era of music specifically, so I focused on one region. The concept I developed was the Russian Masters Symphony, which follows a timeline of Russian classical music and its most renowned composers.

VIEW THE PROJECT PITCH

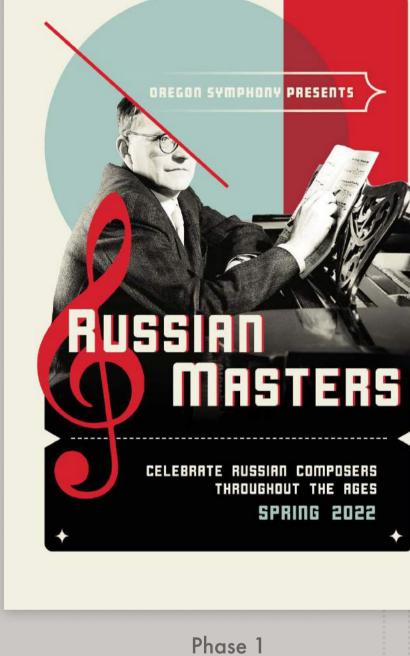
VISUAL IDENTITY

Looking to the past to create something new. The main challenge of creating a visual identity for the Russian Masters Symphony was blending aesthetics that would appeal to a modern audience while also calling back to

the historical nature of the program. In the mid-1800s there was a return to indigenous Russian art and culture, or folk art, called style russe. During this time, there were efforts to make folk art assimilate with high

culture. My goal was to do the same with Russian Constructivist art. Constructivism was an art movement founded in 1915 that aimed to reflect modern industrial society and rejected the highly decorative art of style russe. Just as the Russians of the 19th century wanted to modernize Russian folk art, I wanted to take the abstract and austere style of the Constructivists and elevate it. With this in mind, I began playing with poster layouts to explore different typeface combinations, color palettes, and logo styles.

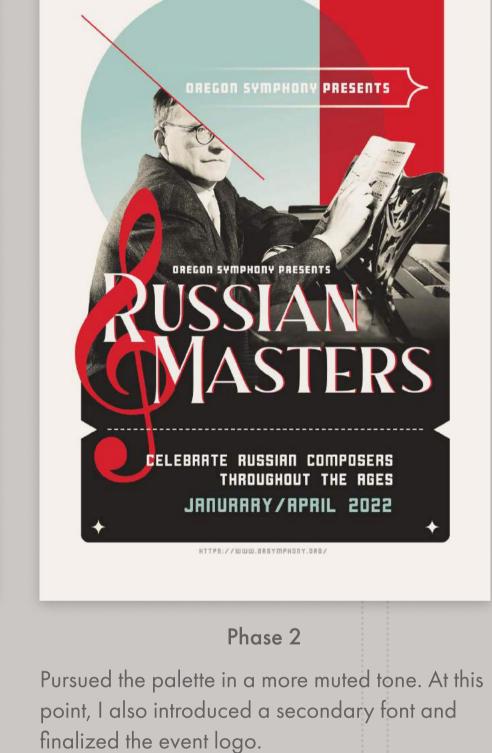
POSTER ITERATION



aggressive shapes.

Pulled colors from historical Constructivist art &

attempted to replicate a softer use of the style's





received advice not to obstruct the composer's face, which was obvious in retrospect!

I was aiming for a bit of irony with the combination of the Constructivist style and the symphony setting, which is something typically seen as high-brow). imgs\posters.png

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imgs\portlandsign.png

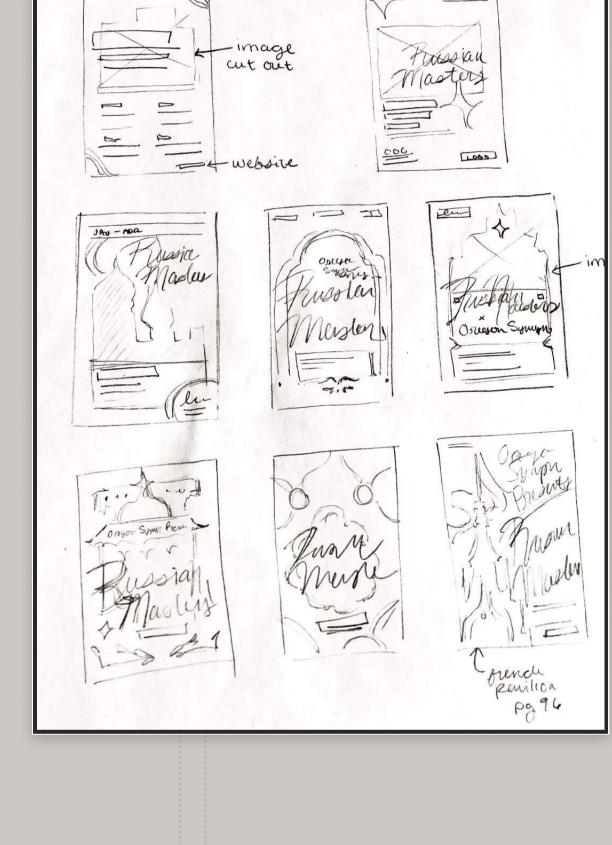
► Admin AudreyMackey

for four years!

I've lived down the street

from the Oregon Symphony

(925)899-0490



EVENT LOGO

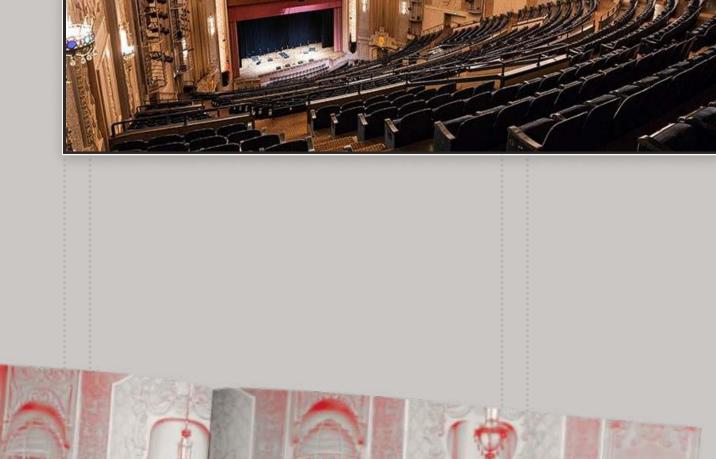


Putting context into the hands

PROGRAM BOOKLET

of your audience. The event booklet is the most content-heavy piece of this project. After conducting in-depth research on the composers, I drafted unique content for each section. With the text written, I then expanded the design elements introduced from the initial poster into a complete design system, giving the event a cohesive brand.

The bulk of the booklet gives a bit of history behind each composer and the chosen composition. It details the dates and times of each symphony and gives instructions on how to purchase tickets. Ultimately, this booklet serves as a summary of the next season's shows at The Oregon Symphony.



imgs\concerthall.jpg



your audience. This project is a practice in two things: branding and advertising. With the bulk of the design constructed, it was time to put those elements into a believable space.

I created a poster and a street banner to accompany the program booklet. Both would be

displayed on Broadway St., which runs north to south of downtown Portland.

Design the impact you have on

With more time, I would have liked to create more banners that span the entire threemonth event. I also imagine an email campaign would be a practical way to announce the event to current subscribers to the Symphony's newsletter.

IIKHAII JANURARY 8-10TH

GLINKA



REFLECTION

DELIVERABLES

Designing for history while

history is happening around you.

CELEBRATE AUSSIAN COMPOSERS

STIPS://GUM.BESTMISSET.BES/

THROUGHOUT THE AGES

JANURARY/APRIL 2022

This project is a culmination of all my skills as a graphic design student. The Russian Masters Symphony remains one of my favorite projects in both design and production. My interest in art history follows me throughout all my projects. I owe a lot of my inspiration to the Constructivists! **CHALLENGES**

This project took place during the height of the COVID-19 pandemic. Both my professors and I were adjusting to online learning, and with that came complications

remote learning.

that required patience and empathy. This project was self-led with minimal supervision, yet it remains my favorite! WHAT I LEARNED This project was an exercise in time management. Students were given the autonomy

to design their project timeline and design subjects. We were accustomed to more

instruction, but I enjoyed designing independently. I prefer in-depth critique with my

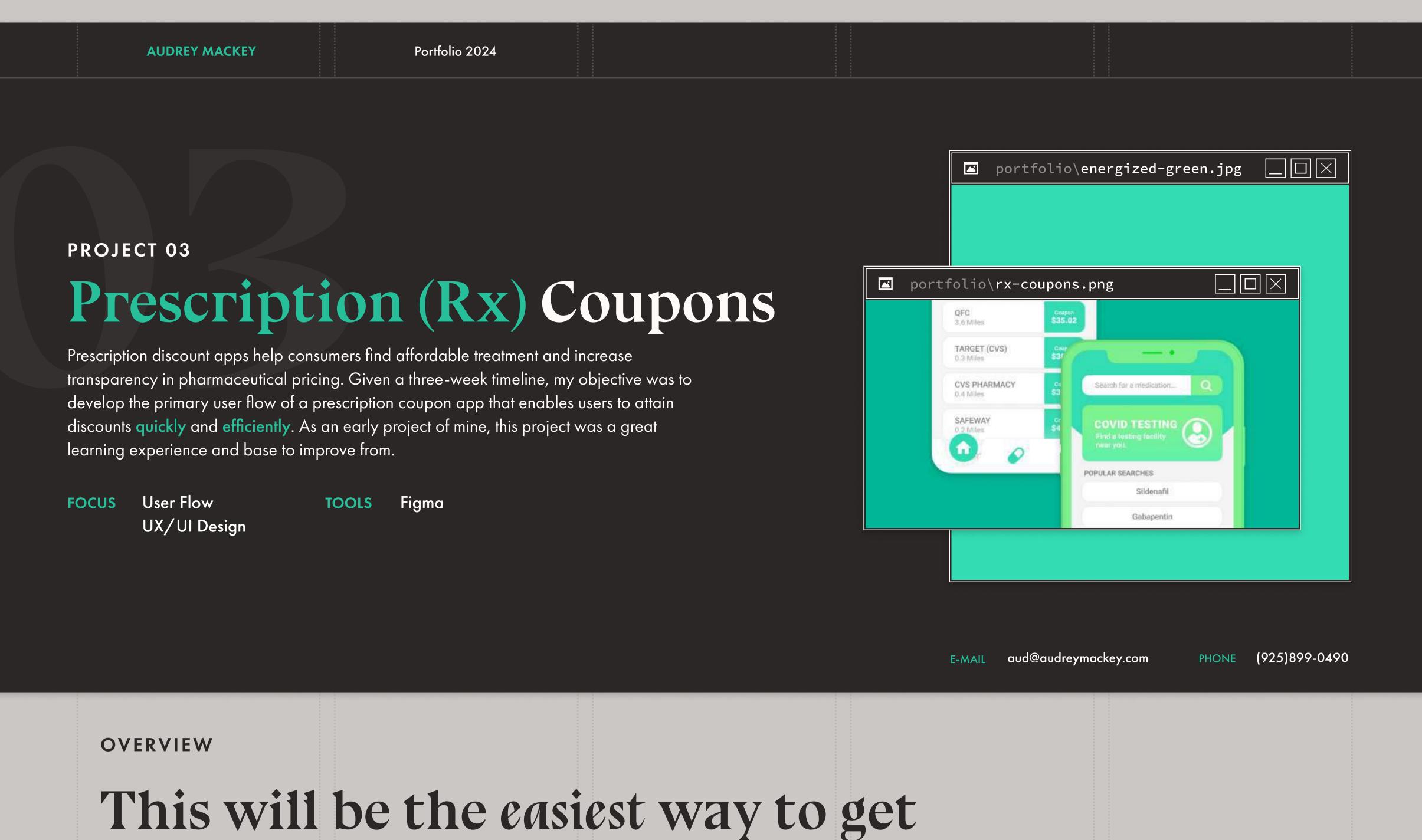
aud@audreymackey.com

PHONE (925)899-0490

 $\Box\Box$

peers, but I successfully adapted to online courses and came to enjoy the flexibility of

imgs\screenthumbails.png



prescription discounts. I understand how tough navigating healthcare can be without insurance. During college, I

discovered that local pharmacies charged wildly different prices for the same medication. I relied on GoodRx to find prescription coupons, make an informed decision, and save money on my prescriptions. This experience was the inspiration for this project!

Coupons are often seen as poorly designed and hastily produced. I believe that with the

make it more straightforward to use.

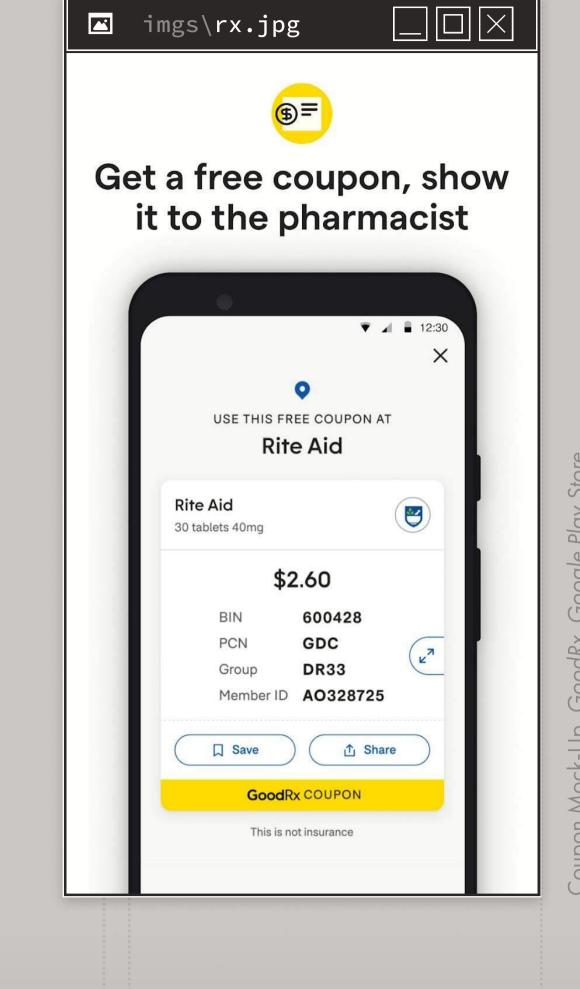
rising cost of living, people's negative perceptions of coupons will change and they will become more widely used. I aim to incorporate the trend of elevating coupons into the design of my prescription app. Saving money doesn't need to hold a negative connotation!

MY OBJECTIVE My aim in redesigning a prescription coupon app was to simplify its interface and

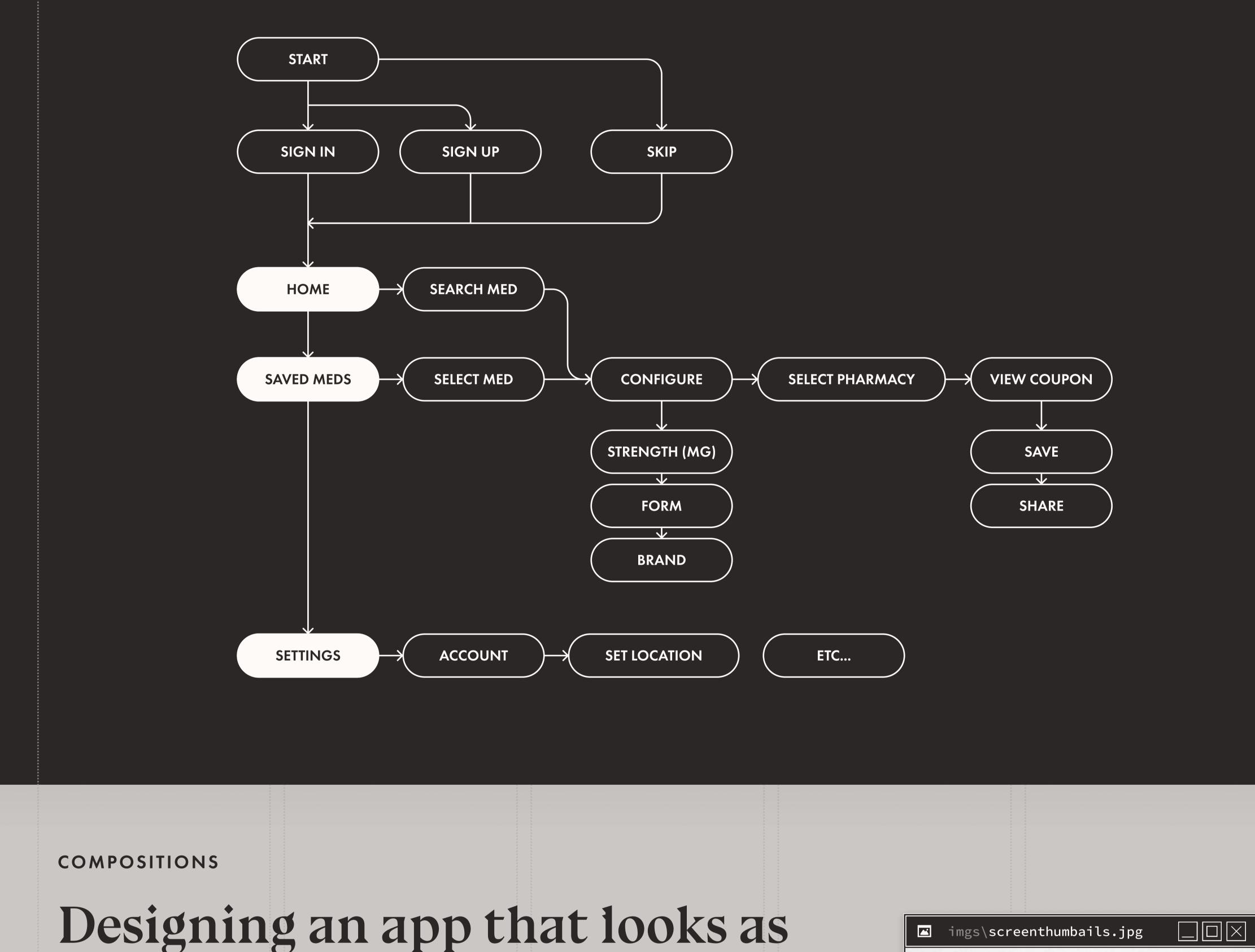
USER FLOW

Instead of selecting a specific app to redesign, I analyzed multiple to determine which features were implemented most effectively. Then, I integrated successful

design elements from each app and created an entirely fresh look. My intention for this project was not to concentrate on branding. I designed with the primary user flow in mind.

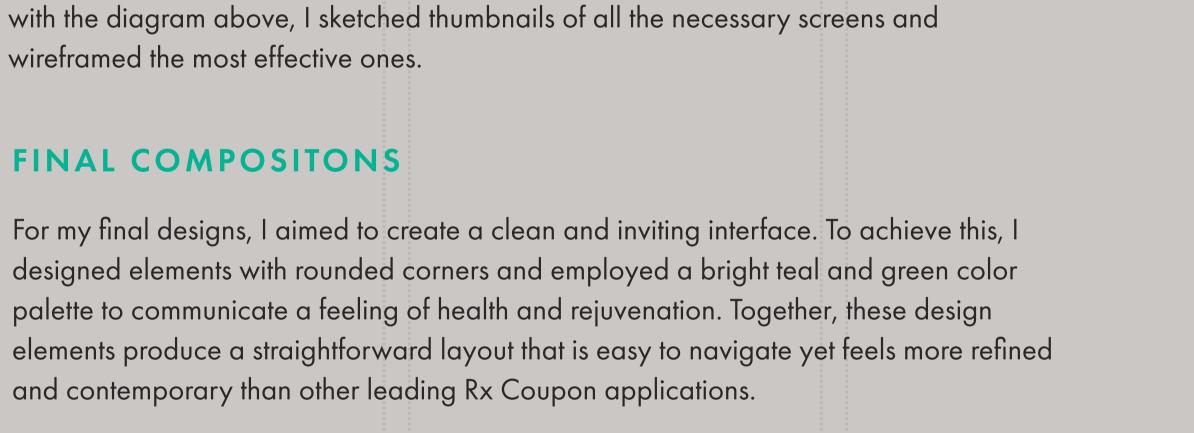






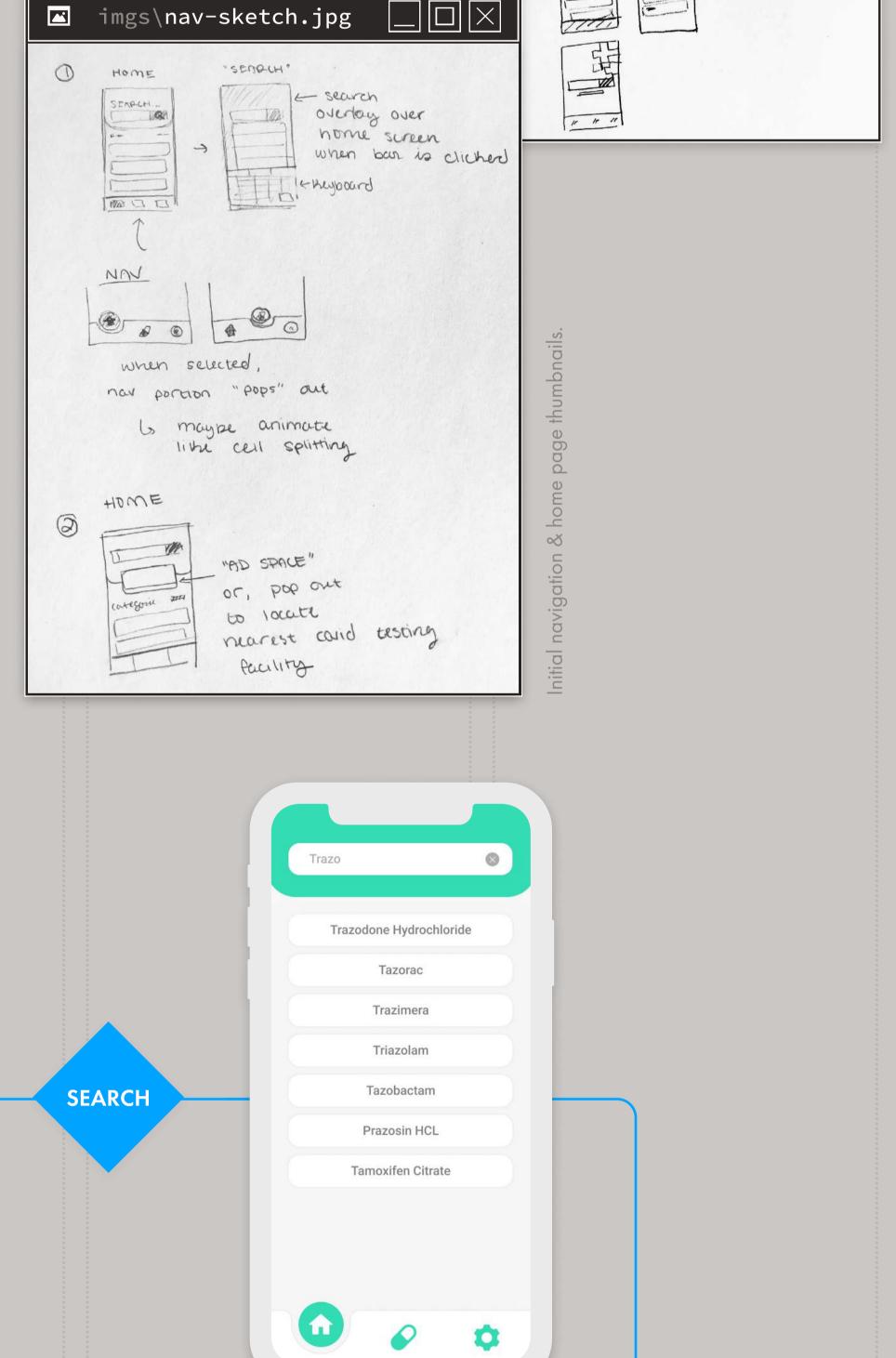
health care should be. I designed a user flow with this scenario in mind: "I am looking for a pharmacy near my

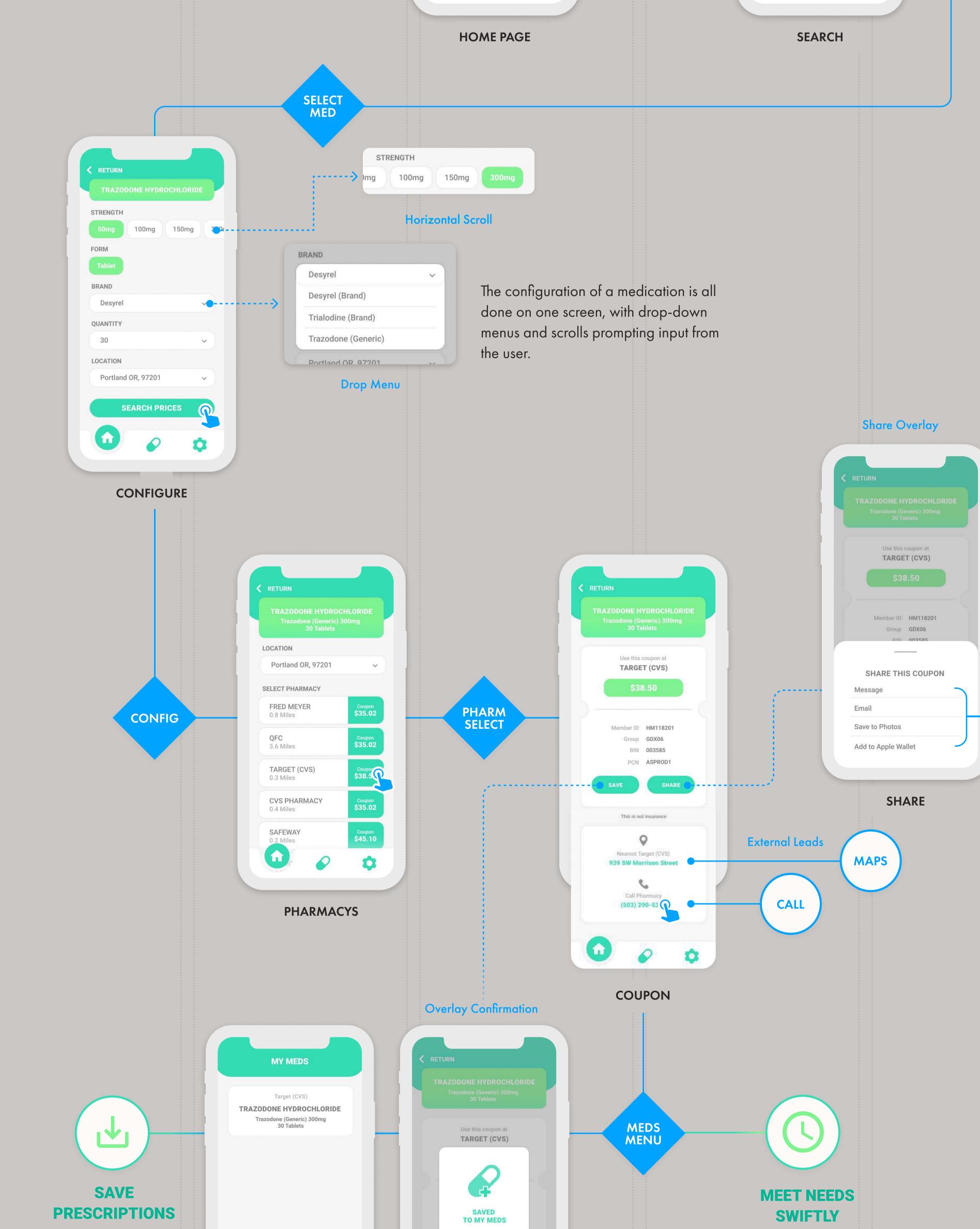
START



easy as finding affordable

apartment that sells Trazodone at a reasonable price." After documenting this user flow





SAVE

Search for a medication..

POPULAR SEARCHES

Sildenafil

Gabapentin

Adderall

Atorvastatin

Lisinopril

Levothyroxine

Prozac

REFLECTION This was just the start!

Preceding this class, I was interested in web design and front-end web development. The completion of this project marks the moment I decided to pursue product design on a professional level.

MY MEDS

My professor recommended I put this project in my portfolio. It serves as an example of my potential, and I remain committed to further refining my skills and knowledge to produce even better products in the future!

CHALLENGES

WHAT I LEARNED

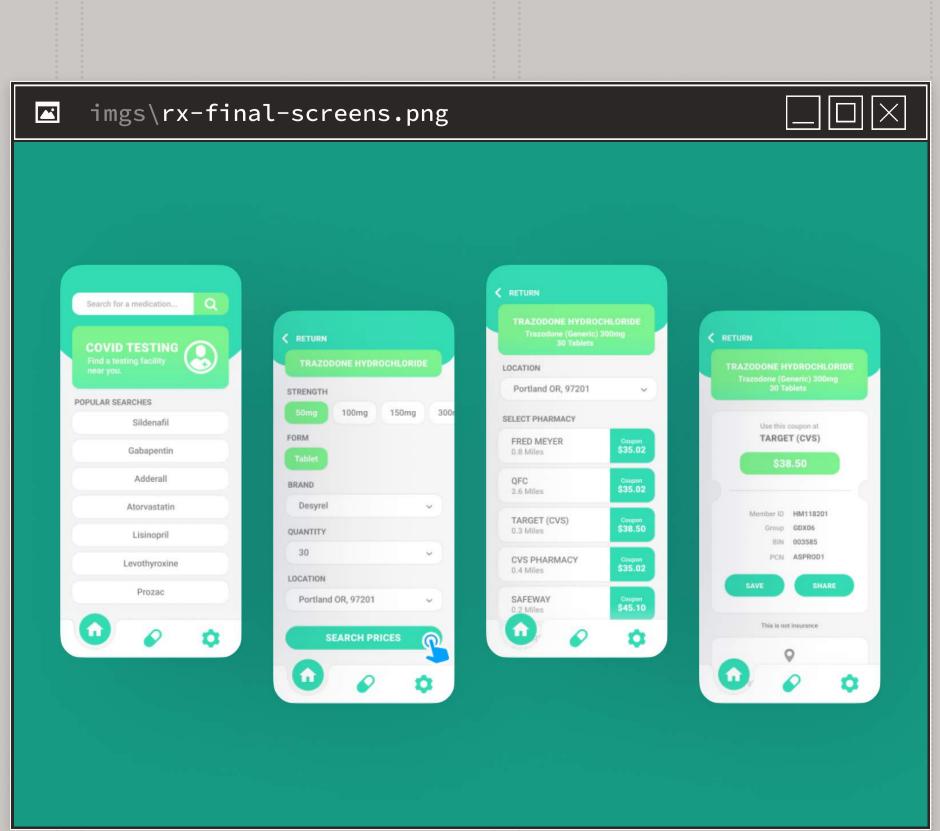
my classes.

As my first exposure to product design, my understanding of user research was minimal. At the time, I thought the most efficient way to get data was from users directly. Because I had limited resources as a student, I used myself as an example of a user instead. However, I now know that there is a wealth of different resources where you can get valuable UX data!

This project was fundamental to my understanding of product design as a whole. It

continued to challenge myself to improve my design skills both inside and outside of

solidified my love for all facets of user research and design. From this point, I



Throughout this user flow there are

to navigate through before finding

their prescription.

only four main screens the user needs

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(925)899-0490

SEND

COUPONS

PROJECT 04

American Dream Network

The "American Dream Network" is a research project which spanned two ten-week terms. In the first term I sought to understand the origins of the American Dream, its meaning, as well as people's current feelings toward it. I conducted a small survey where I asked my participants to define the Dream for themselves. With my results, I created an art installation for the Spring 2022 Senior Thesis Exhibition at Portland State University.

FOCUS

UX Research Study Project Proposal & Execution Web Coding

TOOLS

Photoshop After Effects Figma HTML / CSS / JS



imgs\prospectus-cover.png

WHOSE

DREAM IS IT,

ANYWAY?

aud@audreymackey.com

imgs\thedream-edited.png

(925)899-0490

OVERVIEW

Do you have faith in the American Dream?

I've always enjoyed the aesthetic of midcentury advertisements. However, it's impossible to ignore the common imagery they depict: happy, conventional families; white, middleclass suburban neighborhoods; two-point-five kids; and bright green lawns. This idea of success was promoted during the Golden Age of Advertising, and it persists in the American subconscious.

MY GOAL My research aimed to understand the roots of the American Dream and its enduring narrative in the United States. One of the defining characteristics of the American

Dream is the belief that hard work and determination will guarantee success,

anyone can achieve success through enough hard work and determination.

opportunity, and achievement. In other words, the American Dream is the idea that

But who decides what "enough" hard work is?

RESEARCH

Does hard work and perseverance alone guarantee achievement?

secondary data, it became evident that the ideology of the American Dream is fundamentally flawed. The issue with the American Dream is that it lacks an understanding that the United States is built upon systems of inequality. The American Dream assumes that by virtue of simply being an American, every citizen has an equal opportunity to survive and prosper.

I began my research by reading a selection of scholarly essays. After compiling this

RESEARCH METHOD: SURVEY

With these findings in mind, I sought to collect my own data. I conducted a survey asking for participants' definitions of the American Dream. All the responses shared a common understanding that the Dream is essentially about achieving success or prosperity; however, the responses varied when it came to the personal meaning of success for each individual. From these responses, I found that my survey respondents fell into one of three categories:

RESEARCH SURVEY FINDINGS

01.

Those who

the Dream

This group was made up of

people who claimed to have

already achieved the Dream.

None of these participants

brought up their identities as

a reason for their hardships,

only that they worked hard

experiences fit the rhetoric

around the American Dream,

they appeared more likely to

despite the barriers they

faced. Because their

believe in it.

believe in

02.

redefine

Those who

the Dream This group claims to have faith in the American Dream, but their responses indicate that they have redefined what it means. This suggests that these respondents are unable or unwilling to achieve the Dream as it is defined by society. This may result in a

feeling of failure or

wrongness, so this group has

more realistic for themselves.

redefined success to look

Those who do

03.

not believe in the Dream

This group expressed through their responses that their achievement of the American Dream was impeded by their non-normative identities. The common link between people who do not believe in the Dream is that they have all had reasons to look critically at American institutions. Often this is because they do not feel supported by them.

My research has shown me that belief in the American Dream is still upheld

CONCLUSION

by many Americans, regardless if it brings feelings of relief or frustration. The hope for prosperity is motivating, and it is not my goal to discourage people from that belief. However, I would like to call into question the narrative that it is achievable by anyone, regardless of race, class, or creed. The American Dream is not simply obtained through perseverance, hard work and personal merit—there are greater, more complicated barriers to success.

PRODUCTION

Whose dream is it, anyway? While the ideology of the American Dream can serve as an effective motivator to help

people overcome hardships in their life, it doesn't acknowledge the reality that these hardships are not dealt equally, nor does everybody have an equal opportunity to cope with them. After a while spent in the idea stage, I decided what I wanted to create with this project

was catharsis. I wanted to have fun with it. After all, my audience was my professors, my

peers, and their families. I created a simulation that satirizes the indoctrination of the American Dream through the media, in this case, our televisions.

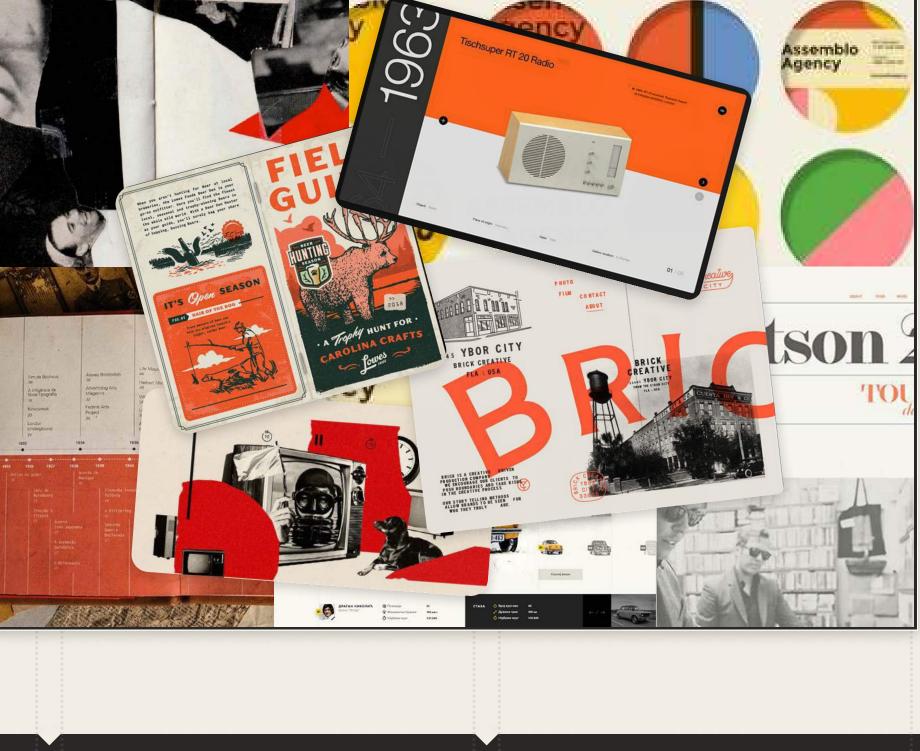
THE PROJECT ITSELF

I went straight to moodboarding after my project idea was approved by my advisor. My adoration of the midcentury aesthetic took center stage here, and it was

delightful to dive into books, websites, and old advertisements to find inspiration. From the start, this project idea was ambitious. The bulk of the design involved Photoshop. I wanted to create tongue-in-cheek photo collages using midcentury

part! I was the only student in my class using code, so I was ultimately on my own in terms of finding what was and wasn't possible in my design. The set-up was fairly easy, but getting the interactive element to shine took some trial and error.

advertisements to express the different stages of indoctrination. That was the easy



imgs\midcentury-moodboard.png

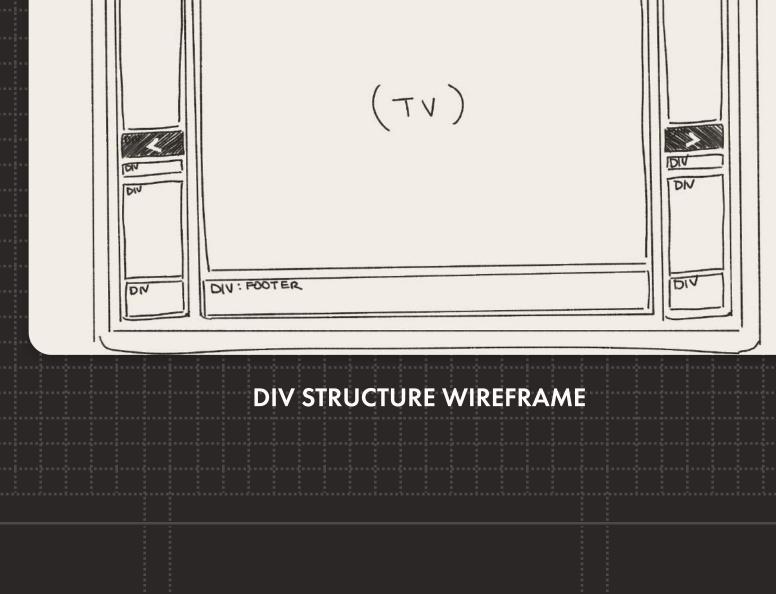
WEB DEVELOPMENT Computer programming, or

elaborate puzzle solving? The bulk of my time spent on this project was on the code. I've been passionate about coding for years, so this was particularly entertaining for me. While I already had a decent foundation of HTML and CSS, diving into JavaScript was a fun challenge.

WIREFRAMES

YOUTH BROADCASTING NETWORK





DN: LEFT

DIV: MIDDLE

imgs\html-screenshot.png

HTML The HTML makes up the skeleton. Due to the grid-like design I settled on, I used divs to assemble the different sections, which I called 'wings.'

CSS/SCSS

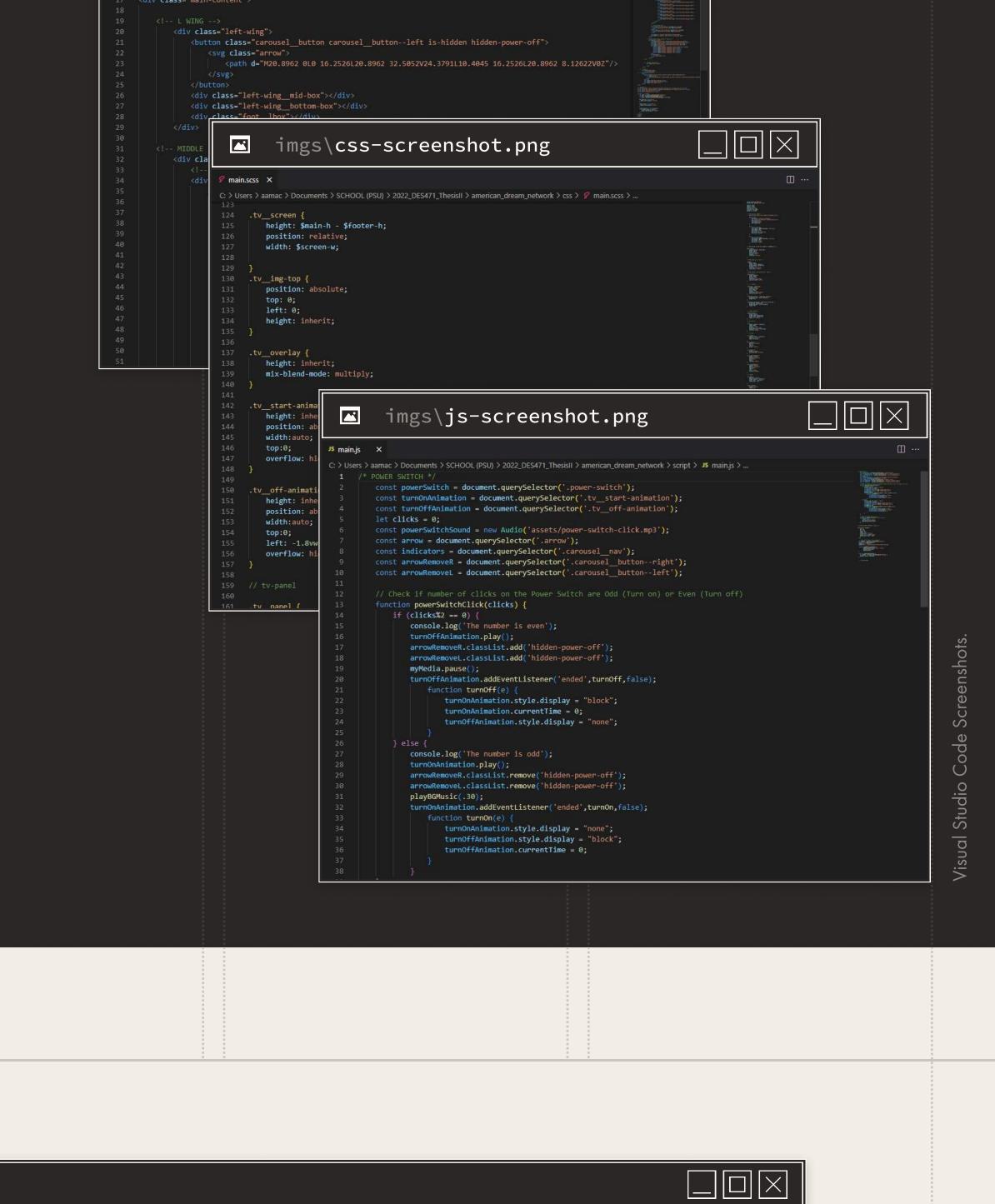
very useful. The nesting of components was integral to the way I organized the modules. It made my code more organized and legible, especially because I was switching between HTML and JavaScript while incorporating the carousel as a means of changing 'channels'.

I was introduced to SCSS variables during this project, and I found them to be

JAVASCRIPT Everything that I applied here I learned through tutorials online. There was very little in my curriculum related to coding, so I had to figure out how to make the carousel work on my own. The puzzle of incorporating sound and animation cues through the script was a fun challenge.

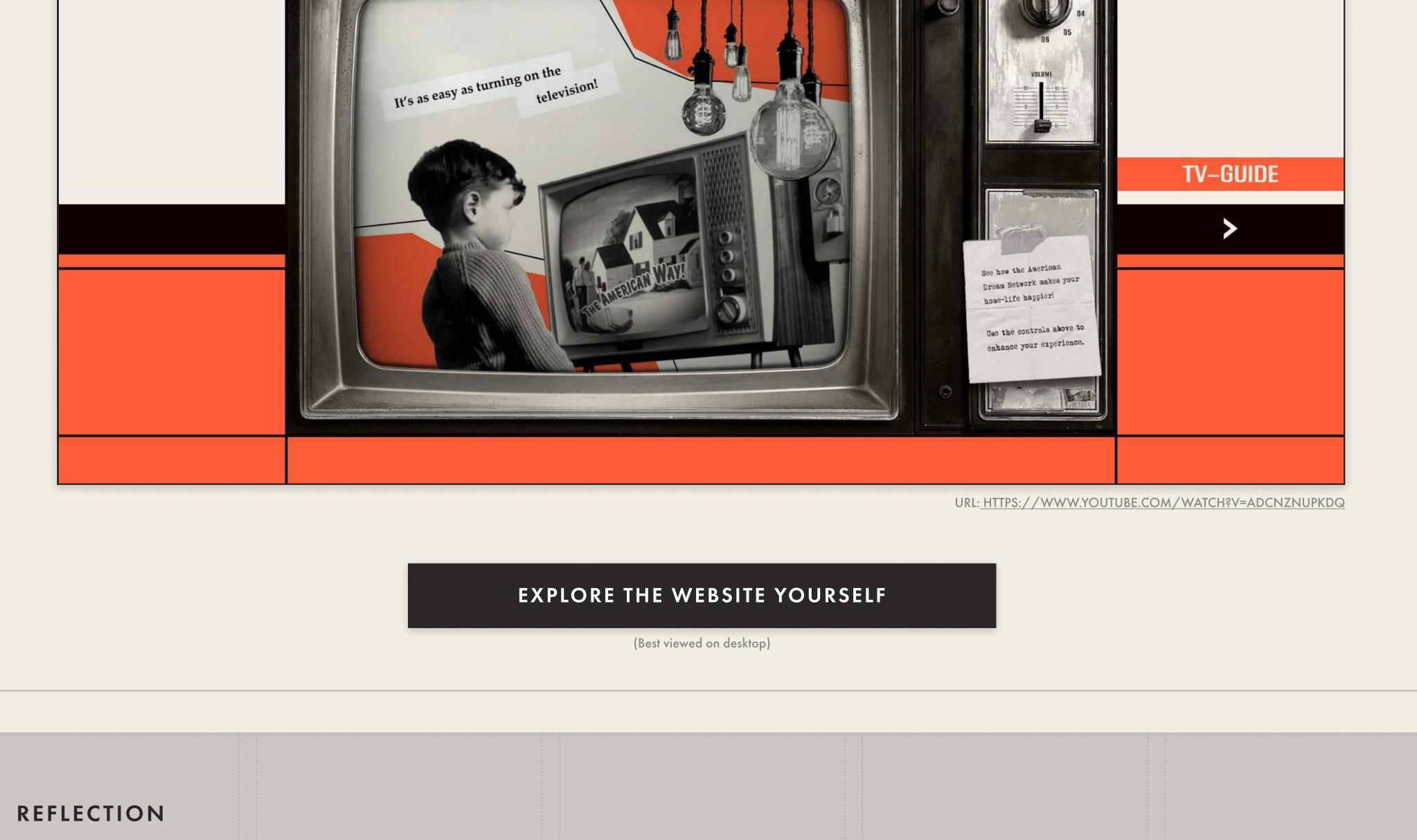
external\american_dream_network.mp4

GITHUB REPOSITORY



FINAL

COMPOSITION



beholder—but it's up to you to achieve it! At the core of this project lies the question: "What does success look like for me?" While

Success is in the eye of the

I'm still searching for that answer, I'm beginning to narrow it down. It's important to define success on your own terms. The way I view success involves a constant desire to learn and

willingness to challenge yourself to grow. **CHALLENGES** This project was ambitious from a skill development standpoint. My Photoshop skills

are fairly robust, and I had a stable understanding of HTML and CSS; however,

JavaScript and After Effects presented an ambitious learning curve. With more

experience, I would love to add animation to the photo collages! WHAT I LEARNED

my studies!

The internet was my teacher, and I'm so thankful to the coding community! It's probably one of the most collaborative online communities I've had the pleasure of being a part of. The resources available are immense, especially if you know where to look! I truly believe anyone can learn to code with a little determination and help along the way. Learning to code is incredibly rewarding, and I'm eager to continue



imgs\bootstraps.png

THANK YOU FOR YOUR TIME!

▶ portfolio\contact.html

Let's stay in Contact

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