

Theodore McKenzie

Bothell, WA | 907-371-5950 | theodoremcrex@gmail.com | www.linkedin.com/in/theo-mckenzie | [UX Design Portfolio](#)

UX Designer with a professional certificate from the Google UX program, with a solid foundation in design processes and tools. Proficient in analyzing user interactions and leveraging feedback to enhance customer experiences and service solutions. Expert in research methodologies and data driven applications of consumer feedback. With over 5 years of proven success in contributing to game design projects and working collaboratively to see projects from design to implementation, eager to apply skills in user research, storytelling and immense passion for gaming to a career as a gaming industry professional.

RELEVANT SKILLS

Tools: Figma • Google Drive (Docs, Slides, Sheets) • Adobe Creative Suite • Wordpress

Processes: Design sprints • Persona building • Defining problems and hypotheses • Wireframing • Prototyping • Accessibility best practices • UX research (surveys, usability testing, interviews)

Applied: User flows • Storyboards • Wireframing • Prototyping • Visual design (typography, color, iconography, grids, hierarchy) • Layouts • Presentation • Web design • Reactive app design

Related: Data Analysis • Collaboration • Communication • User research • HTML • CSS

EDUCATION & CERTIFICATIONS

Merit America • *Virtual*

02/2024-08/2024

Google UX Design Professional Certificate

- Immersion in **foundational principles** of UX design, including: user-centric & equity-focused principles; cross-functional team collaboration; taking a project through (1) empathy research, (2) definition, (3) ideation, and (4) prototyping; visual design foundations; responsive and cross-device design
- Training in **essential tools and practices**, including: applications (Figma); visual frameworks (journey-mapping, storyboarding, wireframing, low-/high-fidelity prototypes, final specs); research methodologies (interviews, surveys, usability, data, competitive auditing); ideation techniques (HMWs, crazy eights)
- Performed **true-to-life UX project work**, including case studies on essential tools and practices:
 - [Freelancer Companion Mobile App](#) | [High Fidelity Prototype](#)
 - [Red String Storyboard](#) Responsive Web Design | [High Fidelity Prototype](#)
 - [Pantheon Social Media](#) App & Responsive Web Design | [High Fidelity Prototype](#)

University of Texas at Tyler • *Tyler, Texas*

2010 - 2012

- Bachelor of Arts Public Relations and Psychology (55 Credits)

RELEVANT EXPERIENCE

UX Coordinator • *Fallen Signal Studio, Contract*

Present

- Led comprehensive user research studies and usability testing, identifying pain points and preferences that informed design iterations.
- Collaborated with cross-functional teams, including developers, artists, and project managers, to ensure a smooth development and launch process.
- Drafted wireframes and prototypes that prioritized user centric feedback to produce an optimal experience.
- Prototyped storytelling systems and mechanics to aid in player immersion and emotional investment.

AI Trainer • *Appen, Remote*

02/2024 - Present

- Conducted comprehensive usability tests on AI-driven platforms, ensuring tools aligned with end-user needs and accessibility standards.
- Evaluated user feedback to identify pain points and opportunities, translating complex data into actionable insights for product enhancement.
- Analyzed user interaction data and workflow processes to enhance the effectiveness of machine learning models, applying principles of user-centered design to improve data annotation tools.

Lobby Ambassador • *Star Protection Agency, Bellevue, WA*

06/2022 - 06/2023

- Facilitated seamless communication between visitors and internal staff, using insights to optimize informational signage and digital kiosk content.
- Analyzed client interactions and feedback to improve the lobby management system, resulting in an increase in customer satisfaction among the lobby businesses.

- Collaborated with security and maintenance teams to ensure optimal lobby presentation and functionality, directly contributing to an increase in lobby based service usage.

Senior Storyteller • Gothic LUISANT LLC, Bothell, WA

01/2019 - 01/2024

- Conducted player research amongst a diverse player base leading to the implementation of systems contributing to a 30% increase in player satisfaction.
- Created and implemented feedback forms that streamlined the research process resulting in more detailed and insightful reports with a marked increase in actionable items.
- Drafted storyboarding documentation to simplify the writing process allowing for intricately woven and interconnected stories that improved player experiences.
- Designed challenging and engaging systems to curate player experiences that complimented existing lore and design.

Assistant Manager • Another Castle Video Games, Lynnwood, WA

11/2018 - 08/2023

- Monitored retro game and collectible markets allowing the brokering of high value trade deals totaling in a career long sum of over \$25,000. .
- Researched key performance indicators for sales and customer service, utilizing data analytics to refine marketing strategies and product offerings.
- Championed initiatives such as an employee recommendation wall and rotating personal playlists, leading to a more enjoyable customer experience.
- Trained incoming staff in customer engagement and sales techniques, fostering a team-oriented environment that elevated the customer service ratings and resulted in a 100% employee retention rate.

Residential Youth Counselor • Friends of Youth, Kirkland, WA

01/2017 - 07/2021

- Delivered tailored one-on-one mentoring sessions focused on life skills and cultural acclimatization, equipping each youth with tools to navigate their new environment effectively resulting in a 95% program graduation rate. .
- Collaborated closely with local community resources to provide comprehensive support services, ensuring that each refugee youth received the necessary assistance for their specific circumstances.
- Implemented a culturally sensitive approach in all one-on-one interactions, which increased trust and engagement among refugee youth, leading to a marked improvement in their program integration.