

MARGO DUNLAP

UX & design research

Design strategy

UX design

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EDUCATION

M.F.A. in Media Design, 2016

Art Center College of Design
Pasadena, CA

B.A. in Geography, 2008

Dartmouth College
Hanover, NH

SKILLS

Research:

- Ethnographic methods, user interviews, surveys and questionnaires, field studies/visits (contextual inquiry), usability testing, concept testing, card sorting, diary studies, competitor analysis

Design:

- Adobe (Illustrator, InDesign, Photoshop, After Effects, XD), Sketch, InVision, GIS

Programming:

- Front-end development (HTML, CSS, and JavaScript/jQuery), Processing, Python

Physical prototyping:

- Laser cutter, physical computing (Arduinos and sensors, etc), basic woodworking and foamcore-jockeying

EXPERIENCE

Lead, Trends Research Group, Oct 2019 – June 2021

Senior Design Strategist, Apr 2019 – June 2021

Design Strategist, Jul 2016 – Mar 2019

EPAM Continuum — Boston, MA

- Led respectful, responsive in-context interviews with users, consumers, subject matter experts, and internal stakeholders for generative research and evaluative testing. Developed research plans and materials for formal and intercept interviews, observational research, and quantitative surveys. Managed recruiting of real users and consumers for all types of research.
- Analyzed and synthesized learnings from complex research to arrive at clear frameworks and actionable insights that support business and experience strategy recommendations and provide a strong basis for concept ideation and design guidelines.
- Designed and prototyped digital concepts—from wireframes to interface—for mobile apps and web portals based on identified needs and design principles.
- Found creative ways to prototype abstract products (e.g. insurance) with velcro and massive-scale experiences (e.g. airports) with VR.
- Facilitated workshops with anywhere from 3-25 clients from all levels.
- Owned the teaching module on generative research methods (interviewing skills, research design, and logistical planning) for new practitioners.

Achievements:

- Three of five major whitespace projects led to new services that are currently in pilot, a higher than average “hit rate” within innovation consulting.
- Led trends research for the whole of EPAM. After years of inertia, advocated for and drove the trends research group to develop a content portal, complete an internal rebrand, and ultimately produce two major annual trends reports. Project managed all aspects of report creation from content (writing, editing, curating) to design and development (coordinated a team of six designers and developers) to internal alignment (managed stakeholders across a dozen business units and marketing).

UI/UX Designer (Collaborations), Aug 2018 – Feb 2019

Bad Idea Factory — Cambridge, MA

- Designed, from wireframes to final UI, a mobile app based on Philip Pullman’s *The Golden Compass* and a web-based tool that helps fact checkers identify loaded language.

Data Visualization & Design Fellow, Jul – Sept 2014

ReThink Media — Berkeley, CA

- Created branding guidelines, a graphics toolkit, and a workflow for organization-wide data visualization for a non-profit with limited design literacy. Taught internal workshops on visual communication and design.
- Designed and coded an interactive web-based visualization for a campaign around money in politics.

Green Infrastructure Grant Writer (Freelance), 2010 – 2013

Various Clients — New York, NY

- Wrote, edited, and project managed grants for green infrastructure projects such as green roofs and community rain gardens. Awarded \$497,000 in total by city, state, and federal agencies.