

MACKENZIE ROHN

PERSONAL PROFILE

An empathetic and curious problem solver passionate about applying my strategic design thinking skills to creating better workplace solutions and leveraging my background in human resources and user experience design to shape the future of employee experience.

CONTACT INFO

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SKILLS & CAPABILITIES

Human Resources

Employee Engagement
Workplace Experience & Culture
Recruiting & On-boarding
Performance Management
Benefits & Payroll Administration
Organizational Change

Design

Strategic Roadmapping
User-Centered Design
Design Thinking
Usability Testing & Research
Cross Functional Collaboration
Prototyping & Wireframing

EDUCATION

BA Intervention Specialist
University of Dayton | Graduated 2012

UX Design Immersive
General Assembly | Summer 2017

Immersed myself in a 10-week program learning the skills surrounding the user experience design process including research, interface design, prototyping, and client collaboration.

WORK HISTORY

DESIGN & RESEARCH CONSULTANT

Melon Consulting | May 2019-Present

Melon is an agency in Chicago that offers digital solutions including strategy, design, and implementation of content and commerce experiences.

- Collaborate with project managers, designers, and stakeholders on various projects for an ongoing retainer project for a major wholesale industrial and electrical supply distributor.
- Conduct interviews with stakeholders to define business goals and understand constraints as part of the discovery process
- Moderate user testing sessions and perform research, including customer and stakeholder interviews, to better understand current user, customer, and employee needs
- Communicate user needs through journey maps and personas that are used as internal tools to drive the success of their marketing and sales teams
- Create research plans and moderate usability sessions by gathering qualitative and quantitative data to validate designs of the updated e-commerce site.

UX DESIGNER

Codal | November 2017-May 2019

Codal is a UX design & development agency that serves businesses of all sizes and sectors by delivering intelligent, elegant digital solutions.

- Uncovered business goals and user needs through qualitative research, including competitive analysis, interviews, contextual research, etc.
- Collaborated cross functionally throughout all phases of the product development process for mobile and desktop products including ideation, design planning, client communication, and handoff to engineering teams.
- Conceptualized and designed cross channel experiences for a variety of start-up clients using journey maps, user flows, wireframes, and prototypes
- Approached problem solving through a human-centered and iterative process

UX & PRODUCT DESIGNER

Capstone & Freelance

Five to Nine is a culture engagement solution that increases workplace connectivity and inclusion. As the Lead Designer, I moderated research sessions to identify customer pain points and needs. My team and I were able to propose a creative business solution and deliver a website redesign to help their customers make meaningful professional connections and support the business goal of growing membership.

BioLife is an industry leader in the collection of high-quality plasma that is processed into life-saving plasma-based therapies. I assisted the Lead UX Designer in a 2-week design sprint to create a first to market mobile app that will help build long-term donor connections and influence user behavior to improve center efficiency.

HUMAN RESOURCES & RECRUITING

Various Companies | 2012-2017

Held various positions where I led recruiting efforts and collaborated with business leaders to ensure a positive employee experience. I was dedicated to developing and driving employee engagement and overseeing the employee lifecycle from onboarding through development and advancement.