



TONYA McCARLEY

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EDUCATION

**School of Information
University of Michigan**
MSI, Human Computer Interaction
2005-2006

University of Michigan
BA, Asian Studies and History
1991-1995

I'm a decisive, high-energy, results-focused leader with extensive experience in UX, product design, and agile practices.

EXPERIENCE

ASSOCIATE MANAGER, UX DESIGN - JANUARY 2014 - PRESENT

JSTOR, Ann Arbor, Michigan

Interaction Design Resource Manager

- Managed three direct reports; mentored in both 1-on-1 and team settings; focused on skill development and collaboration
- Successfully resourced five rotating project silos with varying, fluid needs, paying attention to skill sets and team/project fit
- Participate as an interaction designer when needed

Internship Program Coordinator

- Hired and mentored interaction design and research interns
- Matched students with active development teams to maximize their exposure to live projects
- Garnered a reputation as the "place to be" for internships

USER EXPERIENCE STRATEGIST – JULY 2011 – JULY 2014

JSTOR, Ann Arbor, Michigan

- Lead user experience designer for development of new product line; member of Product Leadership Team
- Agile evangelist: instrumental peer leader in organization's migration to agile methodology
- Recruited, hired, and mentored junior user experience designers

USER EXPERIENCE ARCHITECT – NOVEMBER 2010 – JUNE 2011

Team Detroit, Dearborn, Michigan

- Key user experience member of the Vision Team, tasked with projecting the future of Ford.com
- Core digital team member for the Lincoln brand; supported the Ford Motor Company global digital team
- Played key role in developing and implementing the Lincoln Facebook experience (Spring 2011)

SENIOR INTERACTION DESIGNER - NOVEMBER 2006 – NOVEMBER 2010

Enlighten, Ann Arbor, Michigan

- Created user interfaces and high-level architecture for clients ranging from finance to consumer goods; successfully managed multiple project deliverables on time within budget
- Produced detailed functional specifications for a range of stakeholders including

designers, programmers, and quality assurance analysts

- Mentored IA team members; recruited and hired candidates for junior positions and internship opportunities

SALES REPRESENTATIVE – JANUARY 1999 – NOVEMBER 2005

Addison Wesley, Southeastern Michigan, Northwest Ohio

- Increased territory sales to over \$2 million annually, surpassed 2003 sales goal by 30%, achieved Top 10 performance in 2001 by surpassing sales goal by 25%
- Conducted extensive user-based interviews to evaluate professor and student needs in order to promote products effectively
- Created an annual business plan for the territory

PRESENTATIONS & ACTIVITIES

Learn more about my conference presentations and other activities in the professional community on LinkedIn: <https://www.linkedin.com/in/tonyamccarley>