

Dennae Makel

Product Design Manager

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Work Experience

Wayfair

Product Design Manager | Remote USA | March 2021 - Present

- Executes responsive and scalable design solutions across web, mobile web, and app, emphasizing visual design, accessibility, and performance.
- Oversees global web and app design libraries while managing a product design team that supports our feature teams.
- Automates publishing and theming to deliver design assets 21% faster to featured teams while decreasing bugs and reducing time to requests by 81%.
- Collaborates with design, content strategy, and engineering to establish processes and guidelines to manage the design system.
- Identifies and nurtures team growth and culture by supporting engagement programs and contribution efforts.

DICK'S Sporting Goods

Senior User Experience Designer | Pittsburgh, PA | October 2017 - March 2021

- Oversaw UX research and design efforts of the top half of the ecommerce shopping funnel to push the boundaries of online shopping and design system experiences.
- Led product design efforts to launch a new private label, Public Lands, which included user demographic research, design system creation, and complete website development.
- Conducted and synthesized research to support user insight discovery, machine learning for enterprise-wide search systems and eCommerce behavior.
- Championed the creation of DICK'S Sporting Goods Homefield Design System for all eCommerce, enterprise, warehouse, and store tools.
- Collaborated and led teams of designers, product managers, software engineers, data scientists, analysts, and marketing creatives in an Agile environment.

Stink Studios

User Experience Designer | New York, NY | May 2017 - September 2017

- Created boundary-pushing experiences for diverse clients that merged omnichannel touchpoints with engaging designs.
- Increased household penetration from 33.8% to 37.7% by revitalizing Chobani's brand strategy through a digital redesign and campaign.
- Created museum and social campaigns that spread to new audiences on Wired, Fast Company, Ad Age, and AdWeek.

Cooley Creative LLC

Associate User Experience Designer | Rochester, NY | December 2015 - April 2016

- Strategized online design outreach with local businesses and non-profit organizations.
- Designed and conducted user research with interviewing techniques, usability testing methods, and surveys to ascertain user needs and preferences and reached out to 12 prospects with research results yielding increased engagement.

Reporter Magazine

Art Director | Rochester, NY | February 2015 - May 2017

- Grew the readership and advertising revenue of the monthly magazine by leading a team of 20+ creatives in developing visual themes, photographic styles, and brand consistency.

Education

Rochester Institute of Technology | 3.97 GPA

Bachelor of Arts in Graphic Design & Minor in Advertising and Public Relations

Skills & Tools

Tools: Figma, Sketch, Adobe Creative Suite, Zeplin, Abstract, Qualtrics, UserTesting, UserInterviews, Adobe Analytics, SessionCam, Github

Skills: Research, Design Operations, Management, Mentorship, Collaboration

Design & Research Methods: User Interviews, Information Architecture, Survey Creation, Field Research, Heuristic Evaluation, Usability Discovery, Observational Research, Insight Analysis, Card Sorting, Prototyping, Design Workshops, Design Systems, Wireframing, Documentation

Involvement

UX Pittsburgh

Member | Pittsburgh, PA | June 2019 - August 2020

RIT Student Design Mentorship

Design Mentor | Rochester, NY | November 2017 - March 2020

American Institute for Graphic Arts (AIGA) at RIT

Engagement Leader and Mentor | Rochester, NY | August 2014 - May 2017

Technical Association for the Graphic Arts (TAGA)

Web and UI Designer | Rochester, NY | August 2015 - May 2016