

Makenzie Montgomery

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EXPERIENCE

J.Crew New York, New York

Product Designer, October 2014 – Present

Leading the redesign of jcrew.com across all viewports to unify the e-commerce experience for all users. Working with a cross-functional team to ensure the success of business goals, technical requirements and brand creative. Advocate for user experience and responsive best practices across organization. Collaborating with the monthly creative art director to ensure a seamless transition to the new platform. Responsible for presenting design decisions and product updates to stakeholders on a weekly basis. Integrating feedback from marketing, merchandising, technology, creative and business stakeholders into iterative design process.

One Kings Lane San Francisco, California

Associate Product Designer, August 2013 – October 2014

Designed digital experiences across desktop, mobile, email and social platforms. Responsibilities included research, concepting, interaction design, visual design, prototyping and formal presentations. Part of a collaborative team that was tasked with redesigning the e-commerce website and integrating editorial content into the shopping experience. Worked closely with cross functional partners in product, marketing, engineering, editorial and merchandising.

Career Center Washington University in St. Louis

Design Intern, May 2012 – May 2013

Collaborated on projects that assisted students in their search for internship and post-graduate positions. Supported the Assistant Director in the implementation of new initiatives and tools for students. Developed and redesigned printed materials, related collateral, presentations and online presence.

Cheree Berry Paper St. Louis, Missouri

Design Intern, May 2012 – August 2012

Designed custom invitation for fundraiser benefitting local middle school. Supported lead designers in the creation of products for Lily Pulitzer, Jonathan Adler and Dylan's Candy Store. Participated in brainstorming for new accounts and holiday cards. Assisted designers in the creation of digital and handmade products.

EDUCATION

Washington University in St. Louis

Sam Fox School of Design & Visual Arts
BFA in Communication Design, *May 2013*
Minor in Architecture

Santa Reparata International School of Art

Florence, Italy
Study Abroad Program, *Summer 2011*

ACTIVITIES & HONORS

WashUCity Partnership St. Louis, Missouri

Lead Mentor, *September 2012 – May 2013*
Mentor, *October 2011 – August 2012*

Kappa Kappa Gamma St. Louis, Missouri

Member, *March 2010 – Present*

Dean's List Washington University In St. Louis

Fall 2009, Fall 2010 – Spring 2013

Anne Fuller Dillon Design Award

Recipient, *May 2013*

PROJECTS

Washington University, Office of the Provost

Publication Design, *March – May 2013*

Skinker DeBaliviere Neighborhood

Brand Development, *July 2012 – March 2013*

Washington University, Office of the Chancellor

Holiday Card Design, *September – December 2012*

SKILLS

Proficient in Sketch, Adobe CC Photoshop, InDesign and Illustrator, Keynote and InVision. Working knowledge of HTML, CSS, After Effects, AutoCAD and printmaking techniques.