Margaret Babington
Product Design Lead

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About Me

I am...
a research-loving, empathy-driven former TV producer turned enterprise UXer who strives to simplify unnecessary workplace pain points

I'm most proud of...
designing and iterating on behavioral nudges for resistent, highly-trained professionals distributed across 60 countries resulting in 80% rollout success

I'm proficient in...
Dovetail, Qualtrics, Sketch, Miro, InVision, Polly for Slack, Adobe CC, JIRA, Excel, Powerpoint, Final Cut Pro

I also have experience with...
Figma, HTML, CSS

Education

Human-Computer Interaction Certificate
MIT

User Experience Design Certificate
General Assembly

B.S. Communications in Video Production
Ohio University
History Minor, Cum Laude

Experience

McKinsey & Company   June 2019 - Present
Product Design Lead
Lead research and design for Cyber and Data Risk team, balancing enterprise UX and productivity while mitigating risk and ensuring compliance to Firm policies
- Lead the research effort of a successful Firm-wide risk mitigation change management program
- Plan and conduct research using a variety of qualitative and quantitative methods (e.g. stakeholder & user interviews, surveys & polls, A/B testing, compliance data)
- Share research findings cross-functionally via written and presented materials (e.g. user journey, personas etc.)
- Create and design branding and awareness campaign collateral (emails, videos, GIFs, internal lockscreens etc.)

A+ E Networks   July 2017 - May 2019
UX Designer
Consumerized legacy enterprise products after mergers
- Designed and shipped search application for the entire archive of videos and documents, dating back to the 1970s, giving Programming and Sales the ability to schedule and sell previously unknown shows
- Wrote internal white paper on enterprise perceived performance of legacy products

Freelance
UX Design Consultant   2017
Designed websites, mobile / desktop apps for clients
- Including a web application for 80,000+ NYC students for NYC Department of Education

National Geographic, Discovery Channel, ID
Non-Fiction TV Producer, Researcher   2012 - 2016
Researched and produced documentary television