

# Susan E. McGregor

susan.e.mcgregor@gmail.com ■ www.susanemcgregor.com

## EXPERIENCE

---

Interaction Designer &  
Web Producer

MediaVast, Inc.  
February, 2006 - present

- managed scheduling, tasks, and priorities for 4-person in-house design team, responsible for producing all on- and off-line graphics and design
- project-managed new brand identity and site development
- architected, developed and maintained XML-driven Flash-based landing pages
- responsible for both internal and external business communications and relationships, reporting to CTO
- experience developing new products, including quick-prototyping and cross-browser compatibility testing
- close collaboration with AJAX, .Net, and Java developers, as well as graphic designers and copywriters
- academic and professional background in usability and interaction design
- planned and executed projects on deadlines ranging from several hours to several months

Freelance Journalist

The New York Amsterdam News  
September, 2005 - present

- film critic and regular Arts and Entertainment contributor
- author of 2005 "Poor in New York" series on the health, welfare, employment and housing situations of poor New Yorkers
- experience pitching original stories and covering assigned topics
- substantial experience interviewing a wide range of subjects: academics, experts, government officials and laypersons

Presidential Instructional  
Technology Fellow

Harvard University  
June-September, 2004

- developed database-driven Flash interactive graphical tool for assessing student achievement/performance
- close collaboration within an interdisciplinary team with expertise areas from education to programming

Database consultant

Louis Vuitton Moet Hennessy  
May - July, 2003

- constructed SQL queries and sales reports for national sales team
- consulted on purchase of off-site data-management systems

Sales administrator

Unilever Prestige  
January - August, 2001

- provided sales reporting and support for national account executives and National Sales Manager
- coordinated collateral distribution for advertising support across several brands

## SKILLS & QUALIFICATIONS

---

Expert Flash developer with advanced ActionScript, specializing in dynamic, XML-driven interfaces

Custom Flash component and multimedia development, including progressive- download and streaming video players

Hand-coding with HTML and CSS

Highly proficient in Photoshop, Illustrator

Experience in designing, executing and evaluating usability experiments

## EDUCATION

---

A.B. with honors,  
Interactive Information Design

Harvard University  
June, 2005

New York State Regents Diploma

Stuyvesant H.S.  
June, 2000

REFERENCES AVAILABLE UPON REQUEST