

Katrina MacGregor

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katrinamacgregor.com

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Technologies

HTML5	Nunjucks
CSS2/3	Backbone
Sass	Gulp
JavaScript	Phaser
jQuery	npm
Ruby	Social APIs
Canvas	Git
Mustache	

Additional Skills

Rapid Prototyping
Interaction Design
IA/UX
Wireframes
Responsive Design
Graphic Design
Agile Methodology
Illustrator
Photoshop
InDesign
Painting
Drawing/Illustration

Experience

Sr. Web Application Developer | November 2015 – Present

Creative Technology - Disney Interactive, Glendale CA

- Ideate, build, and deploy client-side, interactive experiences and web applications across the Disney Interactive Media network
- Brainstorm, prototype, and prepare production ready code for engaging & interactive experiences with cross-platform optimization
- Fast-paced agile environment with ownership in product, design, and development implementation

Web Application Developer | March 2013 – November 2015

Innovation, Product Development - Disney Interactive, Glendale CA

- Web and UX developer for new features and experiences across domestic & international Disney portfolio of sites, including Disney.com, StarWars.com (2015 Webby Nominee for Celebrity/Fan Site), and MarvelKids.
- Tech lead for first in-house Disney Consumer Product website, Playmation.com.
- Agile software development within Sinatra/Backbone architecture
- Architect site maps, user flows, and prototypes for projects such as the responsive redesign of DisneyJunior.com (2014 Webby Nominee for Youth Site)
- Transition wireframes into code for prototypes and production, incorporating interactivity, animated elements, and fluid responsive states.

Creative Designer | March 2012 – March 2013

Brand & Image - The Disney Store, Pasadena CA

- Redesign of architecture, structure, and aesthetics of DisneyStore.com; resulted in increased traffic and +24% in revenue over the same period the previous year
- Enhance user experience by integrating storytelling through photography and copy
- Use working knowledge of web languages/applications to collaborate with development and production teams to devise design strategies that balance business requirements, UI and marketing

Disney Graphic & Web Designer | July 2011 – February 2012

Global Creative - Disney Consumer Products, Glendale CA

- Managed launch and daily maintenance of Culture of Innovation Disney intranet site; analyzed statistics and user feedback to improve user experience
- Worked in conjunction with the IT, communication, and creative teams

Jr. Graphic Designer | January 2011 – July 2011

The Outdoor Recreation Group, Los Angeles CA

- Conceived packaging designs and dielines selected for primary accounts with national and international retailers such as Walmart

Education

University of Southern California | Los Angeles, CA

Roski School of Fine Art | Bachelor of Arts, Fine Arts

Emphasis in Painting and Design

Leadership / Awards

Creative & Marketing Lead | December 2016 – Present

Peer Mentor | December 2015 – May 2017

Women and Technology, Disney Consumer Products and Interactive Media

- Selected as one of 4 on the W+T leadership board for group of 300+ employees
- Served as a technical expert as part of an internal initiative to increase diversity in technology within Disney's workforce

Disney Consumer Products and Interactive Media Hackathon

- 1st Place Digital & Physical (2014) • Audience Favorite (2015)