

# Margaret Frye

## CREATIVE LEADERSHIP

PRODUCT | SERVICE | EXPERIENCE  
DESIGN | RESEARCH | STRATEGY

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## PROFESSIONAL PROFILE

Design leader with a hands-on approach. Product, Service and User Experience Designer & Researcher with + 10 years of experience creating new digital products and services, developing frameworks and approaches, and fostering & leading high performing teams. Expert in enterprise design, SAAS, Future of Work, digital transformation, organizational innovation, cultivating design maturity. Emerging technology enthusiast.

## EXPERIENCE

### McKinsey & Company | Technology & Digital | NYC & AUSTIN, TX

#### Senior Product Design Manager | 2022 - 2023

- Managed & supported team of 3-6 designers & researchers' professionals development, craft, growth, and evaluation
- Group design director for Firm's engagement management software, introducing new financial modeling tools
- Led organizational design maturity initiative that promoted digital transformation and boosted team collaboration, effectiveness, satisfaction
- Introduced widely-adopted future forecasting and team innovation methodologies and frameworks, accelerated progress to innovation targets

#### Product Design Lead | 2018 - 2022

- Oversaw McKinsey's Covid response to global events; successfully transitioned 100% to virtual via new tools, service, platform
- UX director leading vendor team in design, development, implementation of global space management platform

### Microsoft | Mixed Reality at Scale - 3D for Everyone | REDMOND, WA

#### Senior Experience Designer / Researcher | 2016 - 2018

- Lead designer and researcher embedded in a full-stack agile team creating new mixed reality applications
- Launched 3D library and creation platform Remix3D.com, attracted avg. 1M+ daily active users
- Owned feature design & development, including exploration of new markets supporting Future of Work pivot

### LOCUS New Media | Design Consulting | LOS ANGELES, CA

#### Experience Designer & Strategist | 2015 - 2016

- Lead designer and strategist for client Lifebeam's Kickstarter success story, Vi AI fitness wearable

### Tesla | Trend Research and Design Team | LOS ANGELES, CA

#### Innovation Designer / Researcher | 2015

- Conducted social and trend research and forecasting for Tesla Model III in new markets, with focus on China
- New product design, development, and innovation in automotive studio for integrated physical and digital technology

### Ronald McDonald House Charities | McDonald's Global | CHICAGO, IL

#### Social Innovation Design Fellow | 2014

- Redesigned the in-restaurant charitable giving experience, introducing a new digital offering
- Tested Prototype testing achieved a 50% increase in engagement from customers

### Eastman Innovation Lab | Front End Innovation R&D | KINGSPORT, TN

#### Designer | 2014

- Material research & development, design, and engineering of Olympic running blade prosthetics for Rio 2014 summer games
- Branding, positioning, and market testing of products for market application and expansion

### Boombang | Product Development & Consulting | LOS ANGELES, CA

#### Product Designer | 2013

- Consulted with a diverse client base on product and experience strategy, go to market approaches
- Developed and launched award-winning physical and digital products in lifestyle, athletic, medical markets

## EDUCATION

Art Center College of Design | MSc Industrial Design, Design Thinking & Business Strategy | 2015

University of Texas at Austin | BFA Studio Art + Design | 2008

## SKILLS

Co-creation & Stakeholder Mgmt  
Team Building & Mentorship  
User Experience Design  
Service Blueprinting

Mixed Methods Research  
Research Synthesis & Analysis  
Innovation / R&D / 0-to-1  
Product Development & Implementation

Design Thinking, Upskilling & Evangelism  
Strategic Foresight & Roadmapping  
Workshop Creation & Facilitation  
Certified Agile Practitioner