BILL MCINDOO

(901) 219-2445
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4053 N Rose Rd
Memphis, TN 38117

SKILLS

Design
Adobe CC, Figma, Sketch, Mural, Miro

Code
Angular, PHP, Node.js, React, CMS design

HFI certified expert usability analyst

Google certified project manager

Frameworks
Agile, VersionOne, SmartSheets, MS Office, Monday.com, Trello, various other weird applications

PROFILE

I'm Bill McIndoo and I enjoy solving problems. Working in a changing environment with new opportunities for growth and adaptation have always helped me thrive. Collaborating and mentoring have always been incredibly important to me, as well. At FedEx, approaching challenges from a different point of view has served me well. When opportunities arise for innovative thinking, I bring positivity, optimism, and design-based solutions to bear. I look forward to speaking about the marketing manager role and what I could bring to an already high-functioning team!

EXPERIENCE

Design strategist advisor, FedEx — 09/2021 • present
- Lead UX team in cross-functional product ARTs
- Supervise qualitative and quantitative experiment design
- Execute functional prototypes for modernized applications/platforms
- Developed workflows and repository standards for digital user experience team to collaborate across enterprise
- Designed full experience for Reporting and Billing applications
- Worked with innovation team on Sustainability hero project
- Attained HFI usability analyst certification

Direct of brand and digital, Stanford University — 10/2017 - 9/2021
- Redesigned brand and digital presence for student affairs
- Developed and led design thinking workshops for business partners
- Created release systems for digital artifacts across multiple platforms
- Supervised mobile and digital student-facing experience teams
- Produced personas and user flows for diverse student body

Director of web dev and digital engagement, The University of the South — 01/2014 - 10/2017
At Sewanee, I rebuilt their online presence, created workflows for leveraging digital KPIs, and developed digital channels for content integration. Was pivotal in developing workflows for enabling creators to design content.

Lead GUI developer, ALSAC — 08/2012 - 04/2014
Leveraged data to redesign grassroots donation platform. Worked closely with development to understand bandwidth parameters for newly integrated video delivery platform. Led redesign of Thanks and Giving campaign.

EDUCATION

BS Graphic Information Technology — Arizona State University