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Makynna Hood Designer
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EXPERIENCE

Sept 2019 – Current

USAA Sr. Product Designer

I am leading the internal employee experience design language creation. I assisted with the initial kickoff EEX DL workshops in CDO to create an aligned vision and strategic imperatives that are being used to guide partner programs and product teams. I support and consult with multiple teams to reduce silos and understand their needs in order to inform the shared language. I champion the benefits of a design system to ensure we create compliant and consistent experiences for our employees. I collaborate with partners to execute designs for complex and integrated product solutions.

April 2017 – Sept 2019

Dell Sr. UX Designer

I led the creation and documentation of a new and accessible design language for the Dell Support experience, while presenting it to external partners and teams. I worked closely with business and development to integrate numerous efforts across the Dell Technologies enterprise and consumer support experience. I mentored and provided guidance to a growing team of UX designers while contributing to the strategic advancement of our department's processes and external collaboration.

Oct 2015 – April 2017

LLM UX and Visual Designer

I was responsible for all interactive and visual experiences across the product and marketing teams. I brainstormed with the executive and development teams to design experiences across web and mobile. I collaborated with marketing on multi-platform campaigns, as well as led a website and visual identity redesign.

Oct 2013 – Oct 2015

TK20 UI Designer

I developed the creation and continuous iteration of a new design language. This included partnering closely with the product and development teams to document and deliver designs that utilized our reusable components. I advocated for the value of design and accessibility to help educate and establish best practices across the company.

May 2013 – Oct 2013

Spiceworks Visual Designer

Oct 2012 – May 2013

Infochimps Visual Design Specialist

EDUCATION

Dec 2010 – Dec 2012

Art Institute of Austin

BFA, Web Design & Interactive Media
President of Web Design Club