

# Sabine McLain

Senior User Experience Designer

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## Summary

Sabine has worked as a User Experience Designer for the past 12 years, spanning eCommerce, Map interaction, Search, Touch, Pen, Gaming, Software and Software as a Service (SaaS). She enjoys working in agile/scrum environments and has acted scrum master. She uses Omniture and Google Analytics to understand user behavior.

## Specialties

User Experience Design, Interaction Wireframes, Flows, Visuals, Omniture and Google Analytics analysis, Research & Requirement Gathering, Spec Writing, Persona Creation, Scenarios and Use Cases, Prototypes, Usability Test Preparation, The Omni Group tools: Omnigraffle, Adobe tools: Fireworks, Photoshop, Dreamweaver, Flash, InDesign, Illustrator and Flex. Microsoft tools: Visio, Office, SharePoint, Expression Blend, Silverlight, WPF. Additional skills: Agile/Scrum, Project Management, CSS, HTML

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## Experience

### **Sr. Interaction Designer at WhitePages**

August 2010 - August 2011 (1 year 1 month)

Interaction, information architecture and visual design on the nations leading People Search site:

- Lead designer on People Search
  - Designed new simplified sign-up/log-in flow
  - Designed new map interaction models
  - Launched new product called "Neighbors"
  - Used Omniture and Google Analytics to understand and increase traffic to core areas of site
- 1 recommendation available upon request*

### **Sr. User Experience Designer at Freelance**

May 2010 - August 2010 (4 months)

### **Lead User Experience Designer at Microsoft**

October 2005 - May 2010 (4 years 8 months)

Microsoft Online Assisted Support - Lead User Experience Designer

PQO - Sr. User Experience Designer

Windows Engineering - User Experience Advisor & Designer

Game Studios - User Experience Designer

MTP - User Experience Designer

Windows Vista - User Experience & Communications Designer.

Almost 5 years at Microsoft as CS, starting with the Vista team and now with the support team, doing interaction and visual design both as waterfall and agile. From strategy documentation, flows and wireframes, through usability and final visuals. Reduced the steps it takes to submit a support request to Microsoft global support. Vision documentation for future 3-step flow.

*1 recommendation available upon request*

### **User Experience Designer at AmazonFresh**

March 2008 - October 2008 (8 months)

Stepped in as designer when the regular designer was on maternity leave. This team was in start-up mode in an extreme agile environment that moved fast. Wire-framed a multitude of experiences and provided both flows and visuals to a growing set of features, including the opportunity to get top 100 items of Amazon best sellers straight in your grocery shopping cart with next morning delivery.

### **User Experience Designer at Trupanion Pet Insurance**

February 2008 - March 2008 (2 months)

Helped out with visual experiences when Trupanion was still in start-up mode and timelines were tight.

### **User Experience Designer at Ooyala**

April 2007 - July 2007 (4 months)

Freelance for a true SaaS start-up in Mountain View, using Flex 3. Sketched both web experience and client experience, from wires to visuals. Unfortunately, the distance between Seattle and Mountain View made it hard to continue this work along with my commitment to Microsoft.

### **User Experience Designer at Expedia**

October 2006 - January 2007 (4 months)

Was instrumental in the launch of Sam's Club's travel site on Expedia backend. From design brief, wireframes to images and visuals.

### **User Experience Designer at Shout & Whisper**

November 2000 - October 2005 (5 years)

Principal with clients both in the local Seattle area and in Europe. Launched the full experience for mobile gaming connected to online gaming. From creative strategy documentation and wireframes

to advertising and visuals. Branded several start-ups, that were later successfully sold.

**Sr. User Experience Designer at CVS.com**

December 1999 - October 2000 (11 months)

Worked in cross departmental team of design and merchandize to create the easiest way to navigate this enormous pharmacy online. Did both strategy/research and interaction/visual design.  
*1 recommendation available upon request*

**Sr. User Experience Designer at Caribiner International/Holland America Lines**

June 1999 - October 1999 (5 months)

My first interaction design job in the US was launching Holland America's first online cruise shopping experience. The complexity of everything involved with cruise booking, including state rooms and shore excursion, made this a great first challenge in my new homeland.

**Copy Writer, Creative Director and member of the Web Lead Team at Styra Kommunikation**

January 1998 - January 1999 (1 year 1 month)

With both B2B and B2C clients on the list, I also participated in multi-media projects and web projects as conceptual thinker and writer.

**Creative Strategy Writer (Freelance) Stockholm Futurum Science Center at City of Stockholm**

January 1997 - December 1997 (1 year)

From brainstorming to complete concept model of a full Science Center in the middle of the Swedish capital. Wrote the full documentation of several hundred pages, with budget and illustrations. The team was mainly made up of architects, and the Stockholm municipal board.

**Political Journalist at Borås Tidning (Newspaper)**

January 1996 - 1997 (1 year)

Planning and executing on news and investigative reporting along with feature stories and photography.

**Political Reporter and Live Broadcaster at Swedish Broadcasting Corp.**

June 1989 - January 1996 (6 years 8 months)

Political and live broadcast political reporter. Trained junior reporters as a mentor along with daily reporting on news and current events. Investigative reporting and feature stories for regional and federal news segments.

**Art Director at IdelInvest, Advertising Agency in Boras, Sweden.**

June 1983 - July 1986 (3 years 2 months)

Apprentice under a very talented owner and Sr. Art Director until I became an Art Director after three years of studies and work. Including many trips to London and Paris, typography and design studies. The fashion industry was our main clients.

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## Education

### **School of Visual Concepts**

Classes, Design & Management, 1999 - 2006

### **University of Washington, Michael G. Foster School of Business**

Certificate, Integrated Marketing Communications, 2000 - 2001

### **Columbia College**

BA, Film & Video Production, 1993 - 1995

### **University of Gothenburg, Sweden**

BA, Journalism, 1986 - 1989

### **IdelInvest Advertising Agency**

Apprentice, Advertising, Design and Marketing, 1983 - 1986

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## 3 people have recommended Sabine

"Sabine is a very talented designer. Her skills span from creative art work, to web design/UX, and IA. She is also passionate about understanding and contributing to business goals, which makes her all the more valuable. I would be excited to work with Sabine again. Feel free to contact me directly if you would like more info on my strong endorsement of Sabine."

— **Alex Algard**, *Founder & CEO, WhitePages.com*, managed Sabine indirectly at WhitePages

"Sabine is a wonderfully energetic individual who is very talented and extremely dedicated to her work. Sabine is always upbeat and great to work with. As a Talent Manager with FILTER, I've had only the highest quality interactions with Sabine and our clients are more than happy with her results. I highly recommend her as a Visual Interaction Designer or Art Director."

— **Stefanie Matsudaira**, was Sabine's client

"Looking for a passionate, smart Senior Designer with a solid marketing background? Here she is. Sabine possesses the rare combination of creativity and analytics. She has always placed the customer's needs first, then creates beautiful solutions to meet or exceed both employer and customer expectations. I especially appreciated her attention to detail and the fact that she has always beaten a deadline!"

— **Cindy Ritzman**, *Creative Director, CVS.com*, managed Sabine at CVS.com

[Contact Sabine on LinkedIn](#)