STEVIE MCLANE

Creative Director & UX Designer

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EXPERIENCE

Founder & Product Designer — *Any Day Now (Universal package tracking app for web, iOS & Android)*

- **Founded** and **launched** a free package tracker that turns any carrier's tracking updates into plain-language status, an honest delivery estimate and proactive alerts, available in 45 languages
- **Designed** the end-to-end product across website, installable web app, Android and iOS, including home screen and lock screen widgets, Live Activities and a share-to-track flow from other apps
- **Ran** accessibility, usability, heuristic and typography audits across 48 page states, resolving every high- and medium-severity finding and reaching zero WCAG 2.2 AA violations
- **Iterated** the interface through continuous rounds of real-device testing, refining navigation, motion, dashboard layouts (list and grid views) and visual hierarchy to reduce friction for anxious, time-sensitive users
- **Cut** per-lookup costs by connecting directly to carrier APIs (USPS), validating tracking-number formats before any paid lookup, and rate-limiting fresh lookups
- **Extended** coverage to Amazon's own deliveries, which standard tracking services don't support, by letting users follow a package through Amazon's share link
- **Built** a go-to-market engine spanning SEO (Search Console, structured data, share previews), a daily short-form video pipeline across TikTok, Instagram and YouTube Shorts, and community outreach on Reddit

UX Designer & Researcher — *Flexidoc (Appointment scheduling app for patients with agoraphobia)*

- **Designed** an end-to-end medical appointment scheduling app tailored to the needs of users with agoraphobia, from early concept through high-fidelity prototype
- **Built and iterated on** 3 prototypes, refining flows and interactions based on each round of testing
- **Conducted** peer usability testing with 5 real users to surface pain points around anxiety-driven scheduling behavior
- **Applied** findings directly to interface revisions, prioritizing low-friction, low-stimulation interaction patterns

Creative Director/Brand & Cover Art Designer — *SLD (Musical Artist)*

- **Developed** and **promoted** a complete brand identity for musical artist SLD, including visual style and creative direction across releases
- **Created** a simple but effective logo that became the artist's core visual mark across releases and platforms
- **Designed** original cover art for singles and releases, translating each track's tone into a cohesive visual concept
- **Maintained** visual consistency across the artist's growing body of work to strengthen brand recognition
- **Increased** performance across all social media platforms and DSPs

SKILLS

Design & Prototyping: Figma, Sketch, Adobe Photoshop (Certified), Adobe Illustrator (Certified), Adobe InDesign (Certified)
Development: HTML, CSS, Java, JSON, Claude Code
UX Methods: User Interviews, Usability Testing, User Surveys, Design Thinking, Personas, Journey Maps, Contextual Research
Collaboration: Design Workshops, Peer Reviews, Constructive Critique

EDUCATION

Design & Prototyping: Figma, Sketch, Adobe Photoshop (Certified), Adobe Illustrator (Certified), Adobe InDesign (Certified), Rapid

BFA in UX Design | *University of North Texas*
Expected 2029