

Mamie Hatter

Design systems and UX design lead, passionate about creating intuitive and scalable experiences.

Chicago, IL

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Password: DesignForHumans

EXPERIENCE

ActiveCampaign Design Systems Manager

November 2021 - Present

Manage a multidisciplinary team and lead the design direction of ActiveCampaign's design system, Camp. Drive adoption and ensure consistent, scalable design patterns. Guide roadmap planning to enable a modern and performant UI across ActiveCampaign.

Senior Product Designer

July 2021 - November 2021

Led the end-to-end UX design process, from research and concept development to high fidelity and prototyping. Drove UX design strategy, while visually refreshing the platform via the design system.

Product Designer

August 2020 - July 2021

End-to-end UI and UX product designer at ActiveCampaign.

Brand Designer

May 2019 - August 2020

Design for activecampaign.com, social, trade shows, and more.

FreightRover Marketing & Design Manager

May 2017 - May 2019

FreightRover and Constructyv were startup applications under the 1822 Capital portfolio. Worked with a small team of designers and oversaw all proceedings of FreightRover's marketing and design. Built wireframes for FreightRover and Constructyv's web portal and mobile app, handled email marketing, social media, and paid advertising.

Quality Companies Graphic Designer

June 2016 - May 2017

Wrote all blogs, newsletters, and white papers, became involved in SEO optimization, wrote some content for social media, and designed everything from flyers to web pages to trade show booths.

SKILLS & BACKGROUND

Skillset

- Design Systems design and documentation, component and pattern design
- User experience
- Team leadership
- Roadmapping
- Agile and scrum methodologies
- User interviews and research
- HTML, CSS, some JS

Tools

- Figma
- Adobe Illustrator, Indesign, Photoshop, and After Effects
- Jira
- Storybook
- Chromatic
- VS Code
- CMSs, such as Wordpress and Zeroheight

EDUCATION

Ohio University

Scripps School of Journalism
2011-2015

Alternative Press

Intern, 2014

NUVO News Weekly

Intern, 2012