

# Randy MacDonald

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## OBJECTIVE

To lead and support design and research projects that make a difference in improving people's lives, achieve business goals, and allow for self-improvement and self-discovery.

## PORTFOLIO

Representative examples of my work can be found on the web at: **Randy-MacDonald.com**

## EDUCATION

**IIT Institute of Design**  
**Master of Design / Design Planning**  
**Graduated 2007**

### Relevant Coursework:

- Communication Design
- Human Factors
- Large Scale Systems
- Marketing Strategy
- Observing Users
- Photography
- Service Design
- Structured Planning

**Illinois Institute of Technology**  
**Bachelor of Science / Engineering**  
**Minor / Marketing**  
**Graduated 2003**

### Relevant Coursework:

- Aesthetics
- Cultural Anthropology
- Design of Mechanical Systems
- Operations Management
- Philosophy of Nietzsche
- Probability and Statistics

## EXPERIENCE

**Halverson Group, Inc. / Design Planner & Researcher** **2007-2008**

### *McDonald's New Menu Board Evaluation*

- Developed research methodology to determine how new menu board and COD impact the drive-thru ordering process.
- Coordinated technical portions of project, such as video camera placement, removal of data from DVRs and updating of video coding software.
- Managed and motivated team of video coding analysts and ethnographers.
- Synthesized research data with senior members of firm to arrive at a strong set of insights and recommendations.

### *McDonald's Customer Connection Benchmark Analysis*

- Drafted research proposal to client and negotiated project work and costs.
- Made over 200 visits to QSR competitors and interviewed 100+ managers.
- Crafted an array of deliverables based on a careful analysis and synthesis of data to help senior decision-makers innovate around the customer feedback system.
- Summary of research report was presented to the COO Global.

### *McDonald's Future Learner Report*

- Developed lions share of report detailing the future of McDonald's workforce in 2012 to help HR develop a next generation training system.
- Conducted primary research on McDonald's employees through interviews and surveys to learn things like technology comfort level and savvy.
- Analyzed quantitative data sets to identify relevant workforce trends.
- Offered several innovative ideas that were applauded by client, including an "futuristic" design and an employee persona section.

**McDonald's Corporation / Design Planning & Research Intern** **2007**

- Created content and design of ESL program Implementation Guide.
- Produced executive brief to communicate program details to VP of HR US.
- Assisted Operations in creating a strategy for expanding e-learning pilot program to include several hundred U.S. McDonald's restaurants.

**MG Taylor Corporation (Everglades Direct) / Business Development Intern** **2006**

- Worked with CEO of Taylor's most successful company, G. Neil, to draft strategic plans for core products and brands.
- Produced wireframe layout and key aspects of the design language for a new e-learning site, including the logotype and iconic system, which evolved to trainingtime.com.

**Elkay Manufacturing / Ethnographic Research Intern** **2005**

- Conducted ethnographic research on point-of-purchase retail locations, such as Home Depot, Expo and The Indoor Store.
- Obtained insights into how higher-income customers shop for sinks and faucets when they are planning to remodel their kitchen.
- Reviewed consultant proposals for user-centered design research and briefed designers on the pro's and con's of each.

**Pharmaceutical Systems, Inc. (Amgen) / Engineer I** **2004**

- Provided systems validation consulting services to Amgen, Inc.

**Baxter Healthcare / Product Development Intern** **1998-2003**

- Collaborated with industrial designers, marketers, and human factors specialists to design user-centered medical devices to benefit nurses and patients.
- Performed research to develop next generation medical devices and IV bags to improve the lives of cancer patients and to reduce acid rain caused by PVC.