

# MARGARET DARCHER

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## SKILLS

- User Experience Design
- Responsive Web Design
- Rapid Prototyping
- HTML & CSS
- Wordpress
- Shopify
- Illustrator
- Photoshop
- InDesign

## EDUCATION

Seattle Central College  
A.A.S. Graphic Design  
2012–2014  
Dean's List

Washington University in St. Louis  
B.F.A. Ceramics, Art History Minor  
2000–2004  
Cum Laude, Yalc Prize in Ceramics

## EXPERIENCE

**UX Design Contractor, Kindle Marketing**  
Amazon, Seattle, WA  
July 2014–Present

- Assisted in the design and production of detail pages for Amazon's suite of devices
- Worked closely with site merchandisers, marketing managers, and project managers to ensure design was on brand and met business objectives while maintaining a high level of usability
- Executed site audits and recommended updates for Kindle's offline retailers (Best Buy, Staples, etc.)

**Independent Graphic Designer and Web Designer**  
January 2013–Present

- Designed a variety of projects for clients in the small business and healthcare fields
- Clients include: Birmingham Pulmonary Group (multi physician pulmonary practice), Grain Control (custom woodworking business), Jojo Stiletto (author and event producer) and Sabina Beg (architect)

**Department Manager**  
H & M, Seattle, WA  
April 2008–September 2013

- Managed a rotating set of departments averaging an annual volume of \$3 million
- Supervised daily operations, processing of inventory, cash office procedures, merchandise rotation, and floor sets
- Participated in the recruitment, hiring, and training of staff for three H&M stores and trained new management candidates in all areas of the business as a Management Coach

**Group Sales Manager**  
Macy's, Seattle, WA  
August 2007–April 2008

- Managed the largest Macy's Juniors' apparel department in the Northwest Division
- Drove sales, customer service, and the opening of credit card accounts throughout the store

**Store Manager**  
Rag-O-Rama, St. Louis, MO  
May 2003–July 2007

- Managed staff of 10-15 employees at a high-volume buy-sell-trade retailer specializing in contemporary, vintage, and costume apparel and accessories
- Coordinated staffing and training, including advanced training of buyers and managers

## INTERESTS

- Co-founder, skater, and head of merchandise sales for the St. Louis Arch Rival Rollergirls
- Referee for the Seattle Rat City Rollergirls
- Amateur Elvis impersonator