

# Alison McDougall

alisonmcd.com

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## SKILLS

- Translating product concepts into user flows, wireframes, mockups, and prototypes.
- I enjoy creating and executing workshops that have meaningful outcomes. I most recently created and ran a Content strategy workshop where we mapped the customer journey, identified customers' thoughts and feelings throughout each stage, and produced ideas for content that could help support our users better.
- 10+ years of experience managing enterprise CMS platforms (Contentful, AEM, WordPress, Ektron)
- 10+ years of experience building relationships with cross-functional stakeholders and clients. Working together to strategize platform enhancements, build useful user content, ideate new product ideas/features that will evolve and improve the UX
- Intermediate knowledge of HTML and CSS

## WORK EXPERIENCE

### Skylight (acquired by Opendoor)

Senior Product Manager

November 2020 - September 2021

- Lead the strategy and roadmap for the homeowner facing product
- Implemented a new product enhancements intake process for internal teams
- Built mockups, prototypes, and requirements for a redesigned project scope page
- Launched a new homeowner-facing material selection feature
- Built and executed a Customer journey workshop with internal teams to identify new content opportunities in our homeowner experience
- Created requirements, data model and mockups for the integration of project QA into our backend system
- Introduced new tools (Figma, Miro) to the Product and Engineering teams

### Cadillac Fairview

Product Manager, Digital & Innovation

February 2019 - October 2020

- Independently built and launched a [microsite](#) to support the launch of [CF Browse mobile app](#)
- Supported four websites and multiple web-based platforms - maintenance, enhancements, content management, web strategy, quality assurance.
- Project lead for all web projects including platform upgrades and website redesigns
- Managed and supported a team of Digital Marketing Assistants across Canada. This included training, website support, intake of website enhancements.
- Built strong vendor relationships (web dev, indoor mapping, offer management)

### Myplanet

Technical Project Manager / Customer Success Manager

July 2018 - February 2019

- Worked in collaboration with UI/UX designers and developers to create solutions that balanced user goals, technical feasibility, and client business objectives
- Worked with the production team to gather, distill, and synthesize digital product requirements through various forms of research (usability studies, surveys, competitive analysis)
- Facilitated the appropriate activities and meetings (i.e. workshops, planning, demos) and ensured production of the necessary artefacts (presentations, story-maps, etc.)
- Managed the relationship with the client throughout the project and post launch
- Ensured delivery of services was within the agreed upon scope, quality, schedule, budget
- Reported and managed the status of the team and project

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## Meridian Credit Union

*Product Manager, Digital Sales Platforms*

*July 2017 – June 2018*

- Assisted in the development and execution of the digital banking roadmap to achieve goals for new Member acquisition, product opening and Member experience
- Successfully launched Meridian's fully digital unsecured loan platform
- Managed the evolution and maintenance of Meridian's secure online and mobile banking experiences as well as management of the Online Member Onboarding platform
- Lead cross-functional meetings with various business stakeholders
- Responsible for fielding and prioritizing Member feedback from front-line staff – generally focused on enhancements to existing functionality

## AccorHotels, Toronto, ON

*Product Manager, eCommerce & Digital Platforms*

*March 2015 – July 2017*

*Specialist, Digital Platforms*

*March 2012 – February 2015*

- Managed global digital initiatives for Fairmont, Raffles and Swissotel (desktop, mobile and app)
- Responsible for updating brand level content on web/mobile channels
- Directed and managed global brand and regional level digital projects with external agencies, off-shore/onshore technology teams
- Advised global digital teams on best practices for digital related items (content, imagery, campaigns, microsites, etc.)
- Supported Regional digital teams with maintaining hotel websites, CMS training
- Liaised with translations vendor for all 8 language site updates

## EDUCATION

### Ryerson University, 2010

Bachelor of Commerce (B.Comm) **Minor:** Marketing

### Continuing Education

Happiness Studies - present	Leading Projects in Organizations (University of Toronto) – 2015
Agile Project Management (University of Toronto) – 2017	Advanced HTML5 Programming (Ryerson University) – 2014
Google Analytics - 2017	JavaScript Programming (Ryerson University) – 2013
Project Implementation and Control (University of Toronto) – 2016	The 7 Habits of Highly Effective People (Franklin Covey) – 2012
Foundations of Project Management (University of Toronto) – 2015	HTML and Cascading Style Sheets (Ryerson University) – 2012

## PUBLICATIONS

Dodds, R., I. Kelman, N. Thiesen, A. McDougall, J. Garcia, and T. Bessada. 2012. "Industry Perspectives on Carbon Offsetting Programs in Canada and the USA". Sustainability: Science, Practice, & Policy, vol. 8, no. 2, pp. 31-41.