

Chris McGaughey

chris@camcgoy.com • (859) 338-0849 • [Website](#) • Orlando, FL

User Focused • Cross-Functional Collaboration • Operations Management • Data-Driven Analysis

Professional Summary

Strategic collaborator with a record of delivering innovative solutions across software development, marketing, and design. I successfully launched digital platforms engaging over 50,000 users and empowering creators through intuitive self-service tools. I am skilled in improving operational efficiency, aligning diverse stakeholders, and facilitating international collaboration to drive impactful business outcomes.

Skills

Product Discovery • Stakeholder Partnerships • Roadmap Management • SDLC Management • Distributed Team Management • Product Strategy • Risk Management • Market Research • AI Integration • Product Design • Problem Analysis • Mobile Development • Javascript • SQL

Experience

Freelance: *(November 2025 - Present)*

- Serenity Acres Farm (Shopify)
 - Enhanced the online store by highlighting high-contrast CTAs for easy navigation and unifying the design system for effortless, on-brand updates.
 - Leveraged GPT-4o to master Shopify Liquid: updated cart & social-media icons and troubleshoot code via AI.
- Design Templates & AI Prototypes
 - Designed versatile Canva templates for social posts, enabling plug-and-play branding and copy across multiple clients.
 - Explored Lovable.dev for frontend prototyping and cut initial mockup time from a full day to under two hours while surfacing backend limitations.

TuneGO: *Product / QA Manager (April 2020 - November 2024)*

- Internal CMS & Executive Dashboard
 - Saved 6+ hours for each bespoke creator drop.
 - Prototyped a dashboard to centralize executive reporting.
 - Conducted interviews and prototyped UX enhancements for improvements to internal tools.
- QuickSight Analytics Automation
 - Automated AWS→QuickSight pipeline, cutting engineering oversight by 50%.
 - Scheduled email reports to deliver real-time metrics to stakeholders.
 - Provided a self-serve data portal, eliminating the need for manual data pulls.
- Design Prototyping and Copywriting updates
 - Updated copy and made basic design updates to avoid the need to include marketing and design teams in simple updates.
 - Produced early feature wireframes, to align stakeholders on functionality.
- Software & Product Team Management
 - Directed 10–15 cross-regional team members, managing roadmaps, backlogs & releases.
 - Centralized discovery and priorities in Notion for transparent goal-setting.
 - Led user interviews and market research to surface opportunities for leadership.
- Software QA & Automation
 - Evaluated and implemented test-automation tools, saving 1 hour per regression cycle.
 - Reviewed offshore TestRail suites to ensure production readiness.

Walt Disney World: *Data Analyst (July 2019 - November 2020)*

- Conducted audits to ensure accurate employee pay.
- Reported scheduling and pay software errors to improve SQL queries and help improve audit efficiency.
- Provided pay support for Walt Disney World leaders and employees by phone and email.

Education

Bachelors of Arts, Philosophy, Georgetown College, Georgetown, Ky

