

# KYLE MCGRAW

Portfolio: <https://kylemcgraw.me/>

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Vancouver, BC

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## SUMMARY

Strategic UX and product owner with 8+ years of experience delivering intuitive, enterprise-scale web applications across fintech, healthcare, education, and culture sectors. I specialize in transforming complex systems into accessible, user-centered experiences through mixed-method research, iterative prototyping, and cross-functional collaboration. Adept at aligning diverse stakeholders—from C-suite to engineering—around scalable design systems and roadmaps that improve usability, performance, and business outcomes. Experienced in systems analysis and analytics integration, with a focus on designing cross-domain tracking solutions and collaborating with engineering to map user events and data flows. Experience working with & designing AI tools.

## SKILLS

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|---------------------------------|--------------------------------|------------------------|------------------------|
| • UX/UI Design (Mobile/Desktop) | • Personas & User Stories      | • Business Analysis    | • Product Design       |
| • Information Architecture      | • Clickable Prototyping        | • User Journey Mapping | • System Analysis      |
| • Interaction Design            | • Agile Design and Development | • Project Management   | • Analytical Thinking  |
| • User Research                 | • Competitive Analysis         | • Responsive Design    | • Design Systems       |
| • Wireframing                   | • Usability Testing            | • Leadership           | • HTML/CSS             |
| • Stakeholder Management        | • Requirements Gathering       | • Design Processes     | • Remote Collaboration |

## CORE COMPETENCIES

- Human-Centred Research & UX Architecture
- Mixed-Methods Discovery and Research (Qualitative + Quantitative)
- Data Workflow Optimization & Systems Mapping (Jira/Confluence, Monday.com, Asana)
- Rapid Prototyping & Fidelity Spectrum (Figma, Sketch, Miro)
- Stakeholder Facilitation & Requirements Gathering (Backlog Development)
- Interdisciplinary Collaboration & Leadership

## EXPERIENCE

### Jixaw Technologies — Vancouver, BC

Senior UX Designer / Business Analyst (Contract, Part-Time)

Aug 2024 – Present

- Spearheaded stakeholder discovery sessions to define product goals
- Formulated UX process, resulting in a 30% increase in user satisfaction for a web-based enterprise platform.
- Directed mixed-method user research (interviews, analytics, surveys) to create personas and user journeys that drove feature prioritization and planning.
- Restructured information architecture to support complex data workflows, improving navigation efficiency and content findability.
- Developed mid-to-high fidelity prototypes using Figma to iterate solutions across multiple iterative phases (V1,V2,V3), ensuring buy-in from design, product, and engineering teams.
- Created UX documentation including requirements, user flows, and UI specifications, aligning 6+ cross-functional stakeholders around consistent design vision.
- Advocated for scalable design standards and accessibility principles, improving adoption across internal systems.

### Key Projects:

- **Arkansas Museum of Fine Arts (AMFA):** Collaborated with AMFA's Head of Marketing and engineering leads to redefine class filter architecture on a public-facing mini site. Conducted multiple workshops to align stakeholder needs and delivered a reorganized, user-friendly filtering experience for both youth and adult classes.
  - **Internal Tools Optimization (Jixaw):** Advised Jixaw on transitioning from Zoho Projects to Jira. Established project backlogs, structured sprint plans, and created systems for grooming and prioritizing tasks to prevent scope creep and enable long-term version control.
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## **Breeze Mortgage Solutions — Vancouver, BC**

Product Designer (Contract, Part-Time)

*Jul 2024 – Present*

- Redefined UX & UI for an existing fintech system by conducting user research and design audits, creating a fully clickable prototype that secured funding approval.
  - Presented clickable prototypes articulating complex workflows (KYC, loan eligibility, compliance), allowing stakeholders to evaluate and iterate on real end-user interactions.
  - Translated stakeholder requirements into modern, elegant UI solutions.
  - Simplified data-rich dashboards, onboarding flows and workflow interfaces for non-technical users.
  - Worked with developers to establish a scalable component-based design system in Figma, enhancing delivery speed and consistency.
  - Reduced projected development costs by over 150% through rapid prototyping and clarity through wireframes (conversational design.)
  - Steered AI feature design, applying evolving best practices for consumer-facing AI tools.
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## **Briteweb — Vancouver, BC Senior UX Designer / UX Strategist / Business Analyst (Contract, Part-Time)**

*Aug 2023 – Present*

- Facilitated ideation workshops with C-level clients to define experience roadmaps for an investor matching platform, translating strategic vision into detailed UI concepts.
- Reduced design revisions by 44% by delivering research-backed personas, user journeys, and clear requirements documentation to client & development teams.
- Applied a human-centered design approach to map experience gaps and prototype frictionless user flows, increasing task completion rates during testing.
- Introduced and scaled a modular design system in Figma, cutting design iteration cycles by 38% and enabling consistent cross-project design language.
- Led usability testing cycles to validate high-fidelity designs, synthesizing qualitative & quantitative data into actionable insights to inform the next iteration.
- Delivered executive-level presentations that framed user problems that had a direct effect on business KPIs, gaining leadership alignment and prioritization support.
- Designed cross-domain analytics framework for GA4 and third-party donation platforms, ensuring cohesive user journey attribution across marketing site and Illuminate-hosted donation forms.
- Configured GTM tagging strategies and facilitated implementation workshops with engineers to validate tracking integrity.
- Mapped existing content to user journey insights, drafting a new IA that reduced cognitive load and clarified site navigation.

## **Key Projects:**

- **Cornell University (SC Johnson College of Business):** Led the UX architecture for a complete redesign of the college's website. Collaborated with stakeholders to develop modular wireframes and user journeys, enabling scalable, accessible design systems and preparing future dev handoffs.

- **Social Finance Fund (Government-led initiative):** Facilitated high-stakes ideation workshops with executive stakeholders from three distinct organizations. Utilized UX research methodologies to propose data-driven solutions, resolving communication bottlenecks. Developed a shared design vision to align competing priorities across teams.
  - **BC Cancer Foundation:** Currently leading UX redesign of the foundation's website. Conducting stakeholder workshops with department directors, auditing IA and analytics data, and developing form workflows and navigation strategies to deliver a more intuitive user experience.
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## **Navigator Games Inc. — Vancouver, BC**

User Experience Lead *Sep*

2021 – Aug 2023

- Built, implemented and adapted the company's formal UX design pipeline from the ground up, reducing feature development time by 42% and cutting design-related engineering rework by 34%.
  - Designed mobile-first multiplayer game experiences supporting tens of thousands of concurrent users; improved onboarding completion rates by ~25% through data-driven iterations.
  - Conducted user research, playtesting, and behavioral analytics reviews to refine interaction models and UI responsiveness for both iOS and Android platforms.
  - Translated product strategy into annotated wireframes, interactive prototypes, and cross-functional design briefs to ensure clear implementation guidance.
  - Led cross-disciplinary collaboration between product, design, and engineering using agile methodologies (standups, retros, planning),
  - Mentored a team of UX designers and junior engineers, establishing design critique standards to elevate design maturity across teams.
  - Developed and maintained a scalable design system with performance-optimized components to ensure UI consistency.
  - Collaborated with engineers to define and implement gameplay analytics using DeltaDNA. Instrumented core events and user journeys, enabling tracking across iOS and Android devices.
  - Supported the configuration of data pipelines, QA event flows, and contributed to data segmentation models for UX performance analysis (early retention, onboarding flows.)
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## **Old Skool Studios Inc. — Vancouver, BC**

UX Designer / Researcher *Jan*

2019 – Aug 2021

- Conducted discovery and usability research for regulated European casino games, leveraging adaptive UI patterns for seamless cross-platform (mobile + web) design.
  - Delivered journey maps, wireframes, and mid-fidelity prototypes to define and refine gameplay mechanics that enhanced retention and daily active users.
  - Implemented a game development pipeline that reduced iteration cycles by 30%, boosting design and development throughput.
  - Collaborated closely with game designers, artists, and backend developers to align UX strategies with monetization mechanics and regulatory constraints.
  - Presented research insights and design iterations to internal stakeholders, resulting in more efficient feature tracking and roadmap alignment.
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## **LM Design Werks Inc. — Vancouver, BC**

Business Analyst / UX Designer (Contract)

Aug 2016 – Present

- Facilitated workshops and 1:1 interviews with clients to gather business goals and translate them into user stories and workflows.

- Conducted end-to-end UX processes, including market research, competitive analysis, information architecture audits, and usability studies.
- Delivered Figma prototypes and wireframes that led to measurable increases in usability and engagement across multiple platforms.
- Built and maintained modular Figma components to reduce redundancy, enhance scalability, and accelerate collaboration.
- Created personas, journey maps, and KPI-driven reports to visualize how design impacted business performance, especially for SaaS and enterprise clients.
- Designed scalable, component-based interfaces with responsive design standards to ensure accessibility and adaptability across devices.
- Established and groomed a product backlog, aiding in translating business objectives into actionable, prioritized requirements.

#### EDUCATION

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California Institute of the Arts

**Certificate:**      **Visual Elements**  
**of**      **User**  
**Interface Design**  
2021