

# KYLE MCGRAW

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Product Manager · UX/Product Lead (SaaS)

## SUMMARY

PM/UX hybrid with 8+ years shipping web/mobile products in fintech, nonprofit, education, and gaming. I turn complex systems into measurable outcomes through discovery, prototyping, analytics, and cross-functional leadership. Strengths: roadmaps & KPIs, research-backed UX, GA4/GTM instrumentation, and design systems.

## SELECTED IMPACT

- Built a UX pipeline at Navigator Games that cut feature development time 42% and design rework 34%.
- Prototyped a fintech platform (Breeze) that secured stakeholder funding; stood up a scalable component system.
- Rebuilt IA and analytics across enterprise sites (Briteweb/Jixaw), reducing design revisions 44% and lifting user satisfaction ~30%.

## CORE SKILLS

Product: strategy & roadmapping; discovery/JTBD; prioritization (RICE/MoSCoW); stakeholder facilitation; OKRs/KPIs

UX: research (qual+quant), IA, interaction design, prototyping (Figma), usability testing, accessibility, design systems

Data & Ops: GA4/GTM, event taxonomies, analytics literacy, Agile/Scrum, Jira/Confluence

Tools/Domains: Figma, Miro, Sketch, GA4, GTM, DeltaDNA; fintech, nonprofit, education, gaming

## EXPERIENCE

Briteweb — Senior UX Designer / UX Strategist / Business Analyst (Contract, Part-Time) · Aug 2023–Present · Vancouver, BC

- Ran exec workshops translating vision into experiments, wireframes, and research plans.
- Reduced design revisions 44% via personas/journeys/requirements; cut iteration cycles 38% using a modular Figma system.
- Designed cross-domain analytics (GA4 + donation platforms); led GTM tagging and engineering validation.

Key work: Cornell SC Johnson College of Business; Social Finance Fund; BC Cancer Foundation.

Breeze Mortgage Solutions — Product Designer (Contract, Part-Time) · Jul 2024–Present · Vancouver, BC

- Audited UX/UI for KYC/eligibility/compliance workflows; delivered clickable prototypes that secured funding approval.
- Simplified data-rich dashboards and onboarding for non-technical users; established a component library for consistency.
- Clarified scope via iterative prototypes, reducing projected dev effort and risk; led early AI feature design.

Jixaw Technologies — Senior UX Designer / Business Analyst (Contract, Part-Time) · Aug 2024–Present · Vancouver, BC

- Led stakeholder discovery and mixed-methods research; defined goals, personas, and journeys for prioritization.
- Re-structured IA to support complex data workflows, improving navigation efficiency and findability; ~30% user-satisfaction lift.
- Established Jira backlogs and sprint structures; championed accessibility and scalable standards.

Key work: Arkansas Museum of Fine Arts class-filter architecture; internal tools optimization (Zoho → Jira).

Navigator Games Inc. — User Experience Lead · Sep 2021–Aug 2023 · Vancouver, BC

- Built and operationalized a UX pipeline from scratch; cut feature dev time 42% and design-related rework 34%.
- Designed large-scale mobile multiplayer experiences; improved onboarding completion ~25% via data-driven iteration.
- Owned the design system; partnered with engineering to instrument gameplay analytics (DeltaDNA) and define event tracking.

Old Skool Studios Inc. — UX Designer / Researcher · Jan 2019–Aug 2021 · Vancouver, BC

- Led discovery/usability research for regulated EU casino games; delivered journeys, wireframes, and prototypes to refine mechanics and retention.
- Implemented a pipeline that accelerated iteration cadence ~30% while meeting monetization and regulatory constraints.

LM Design Werks Inc. — Business Analyst / UX Designer (Contract) · Aug 2016–Present · Vancouver, BC

- Ran workshops/interviews to turn business goals into user stories and flows; delivered Figma prototypes that improved usability and engagement.
- Built modular component libraries and product backlogs to translate objectives into prioritized requirements.

## **EDUCATION**

California Institute of the Arts — Certificate, Visual Elements of UI Design (2021)