

Brian Mac

Co-Founder & Product Designer at Tooni
Toronto, Canada

Experience

Co-Founder & Product Designer

Tooni | December 2023 - Present

- Spearheaded the inception, vision, and strategic planning of Tooni
- Led a small team throughout the entire product lifecycle
- Pioneered the design and facilitated the development of Tooni
- Contributed to the development process using TypeScript and CSS

Owner & Webflow Designer

White Hart | January 2023 - February 2024

- Designed and developed websites for clients using UX/UI design principles, HTML5, and CSS3

Product Design Intern

Midaflow | July 2023 - December 2023

- Played a crucial role in designing the minimum viable product
- Conducted user feedback analysis on competitors to identify strengths and pitfalls
- Designed and optimized user interfaces and experiences for the web platform
- Implemented key features relating to the enterprise resource planning components
- Initiated and developed a new design system to ensure UI consistency

UX/UI Design Intern

EVOU ED | April 2023 - July 2023

- Formulated UX problem hypotheses and crafted detailed user personas to guide product development
- Assessed product-market fit and developed user journey maps for client and student acquisition
- Designed and developed structured user interview scripts

eCommerce Business Owner

Plushico | May 2020 - January 2022

- Successfully grew to six figures in revenue within six months
- Shopify design and development using HTML and CSS
- Analyzed campaign performance, evaluated insights, and implemented improvements

Contact

Email

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Website

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LinkedIn

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Education

Associate Degree - UX Design

UX Design Institute

2022 - 2023

Bachelor of Arts - Social Sciences

Brock University

2018 - 2021

Certifications

UX Design

Google

Skills

HTML5

CSS3

UX Design

UI Design

Web Design

Mobile Design

Figma

Canva

eCommerce

Shopify

Webflow

Digital Marketing