

brendan
mckay.

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Dear hiring manager;

I want to weave business value with compelling visual storytelling toward conscious and impactful design at Turtle.

4+

YEARS OF PROFESSIONAL DESIGN EXPERIENCE

BA

Design AT SIAT SIMON FRASER UNIVERSITY

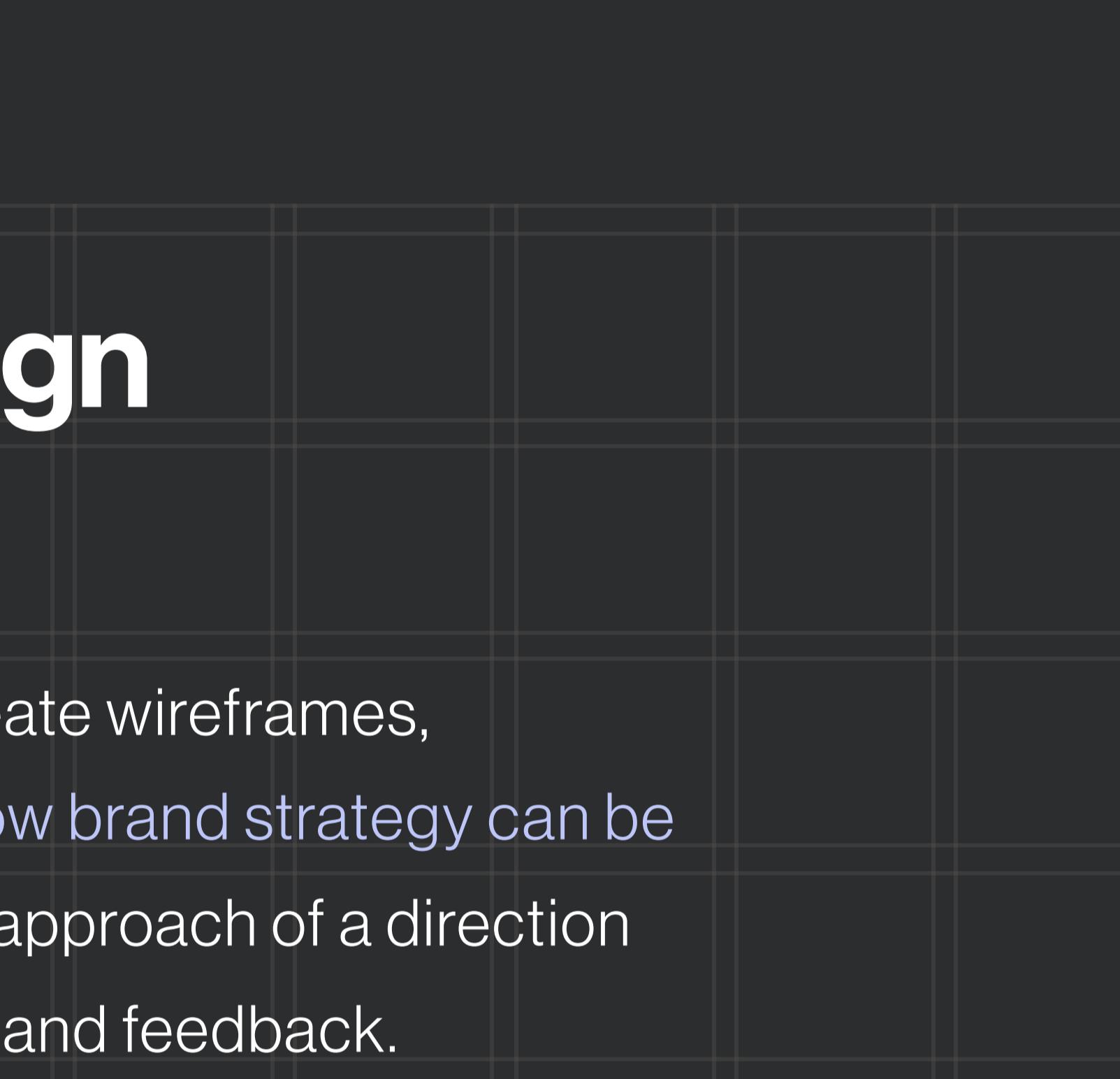
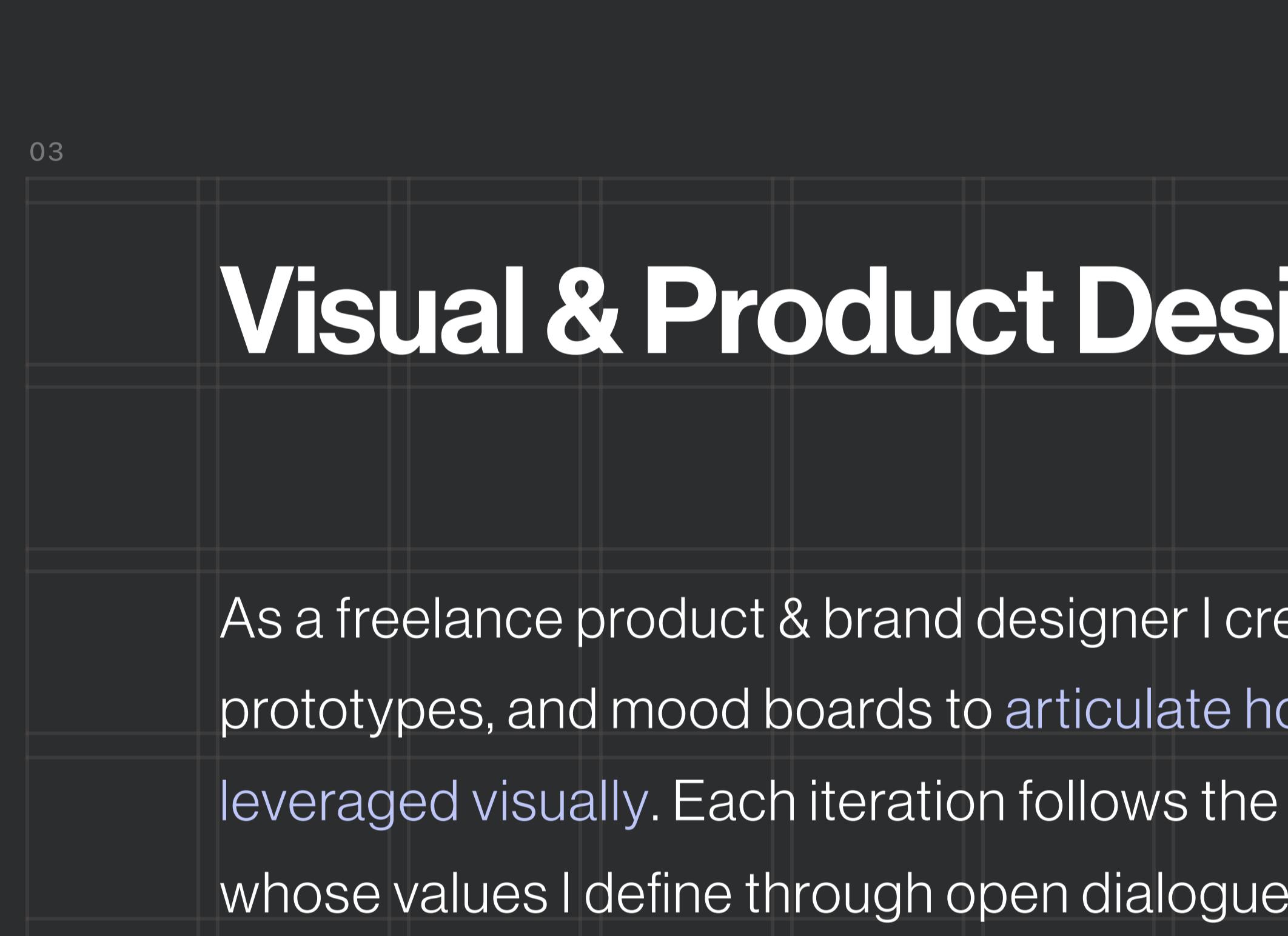
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Ownership & Ethos

As a freelance product designer, I excel in taking ownership and advocating for my design ethos. From working with store managers at Arc'teryx to electrical engineers at Moment Energy, I bring a strong conviction for empathetic design that brings real value for people.

AT ARC'TERYX I BEGAN WITH ETHNOGRAPHY [1], BEFORE ITERATING PERSONAS THROUGH CONTINUOUS OPEN FEEDBACK [2]. FINALLY, I FACILITATED A VIRTUAL DESIGN SPRINT WORKSHOP WITH ARC'TERYX PERSONNEL [3].

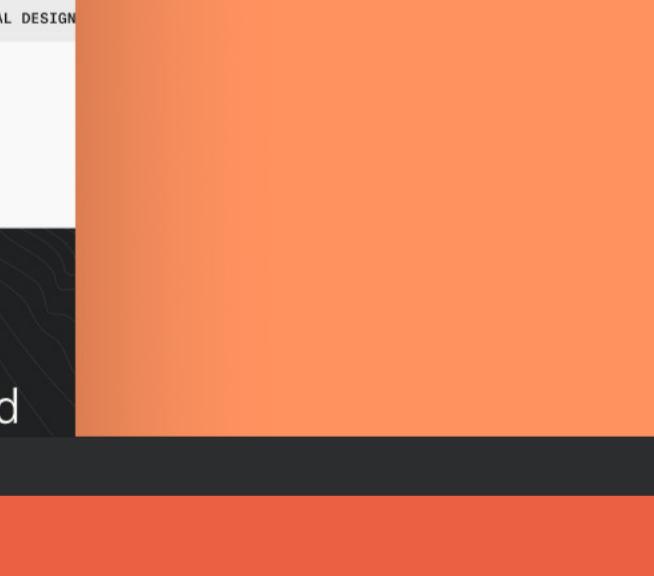
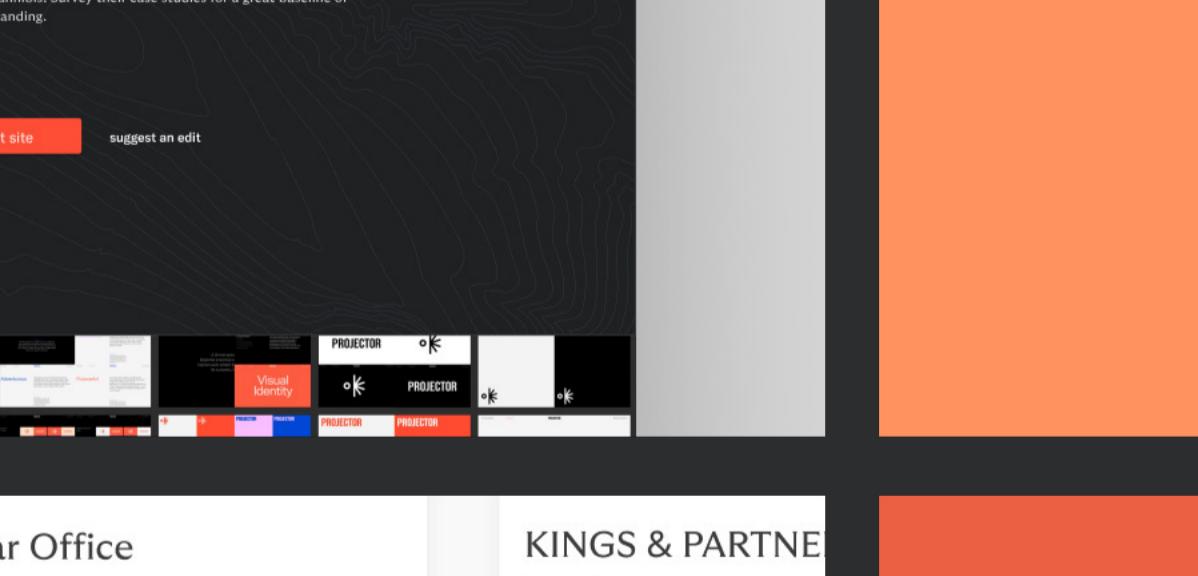
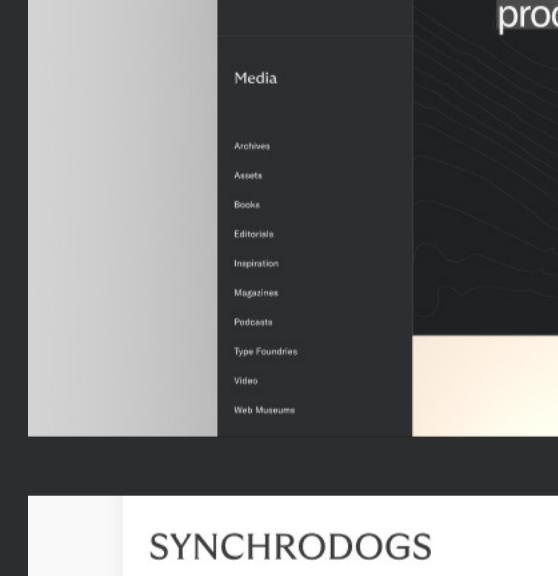


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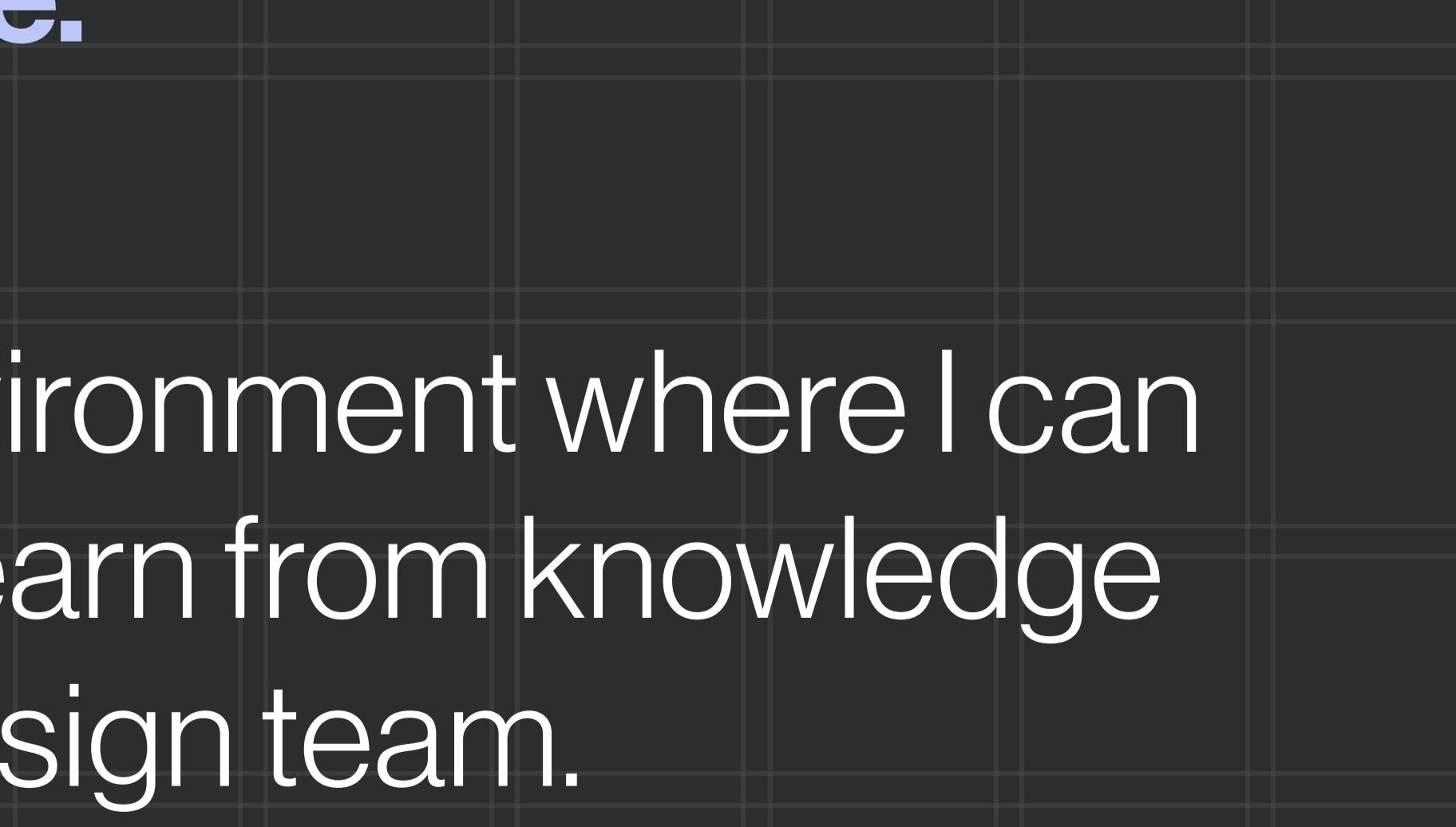
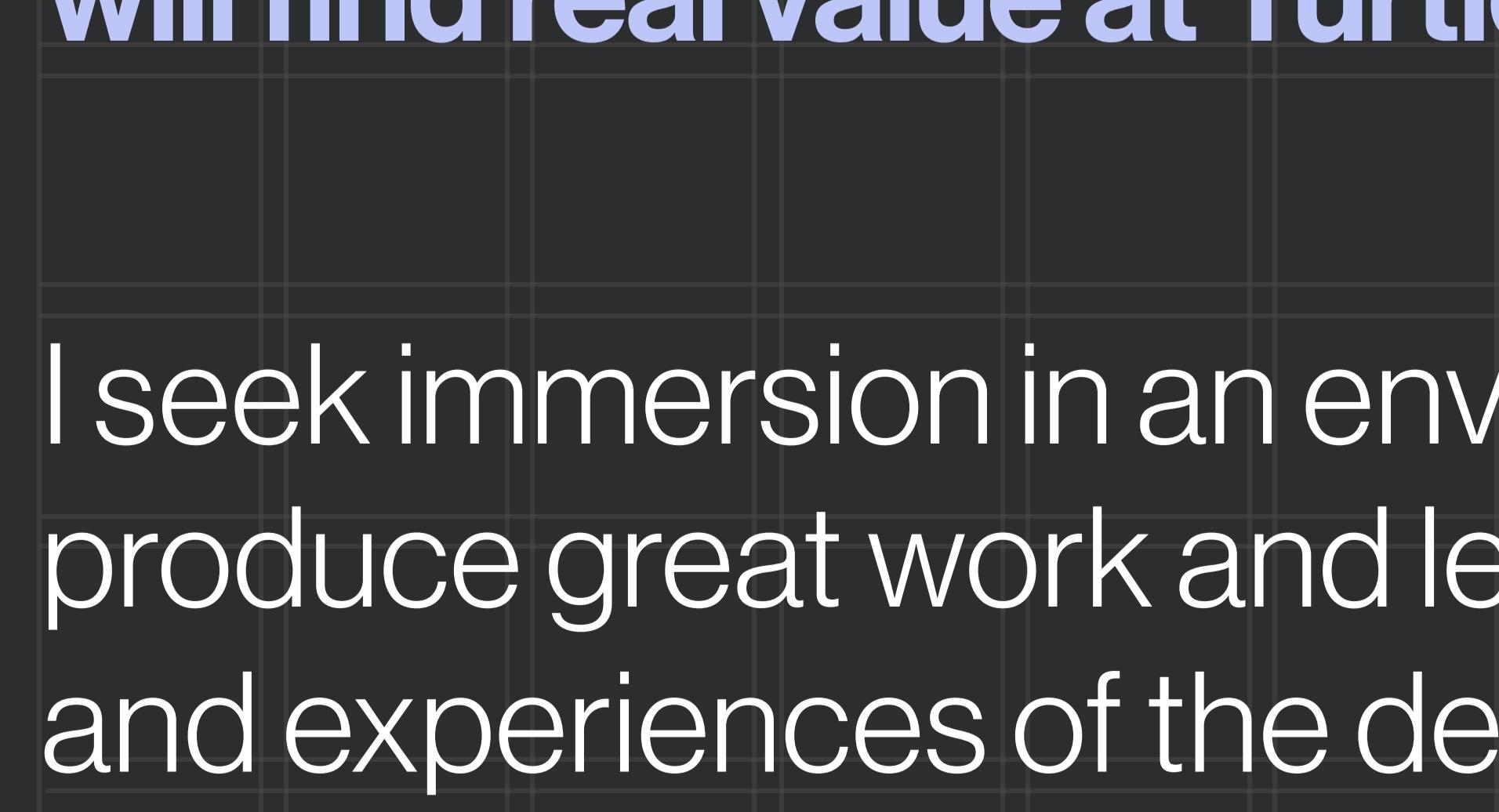
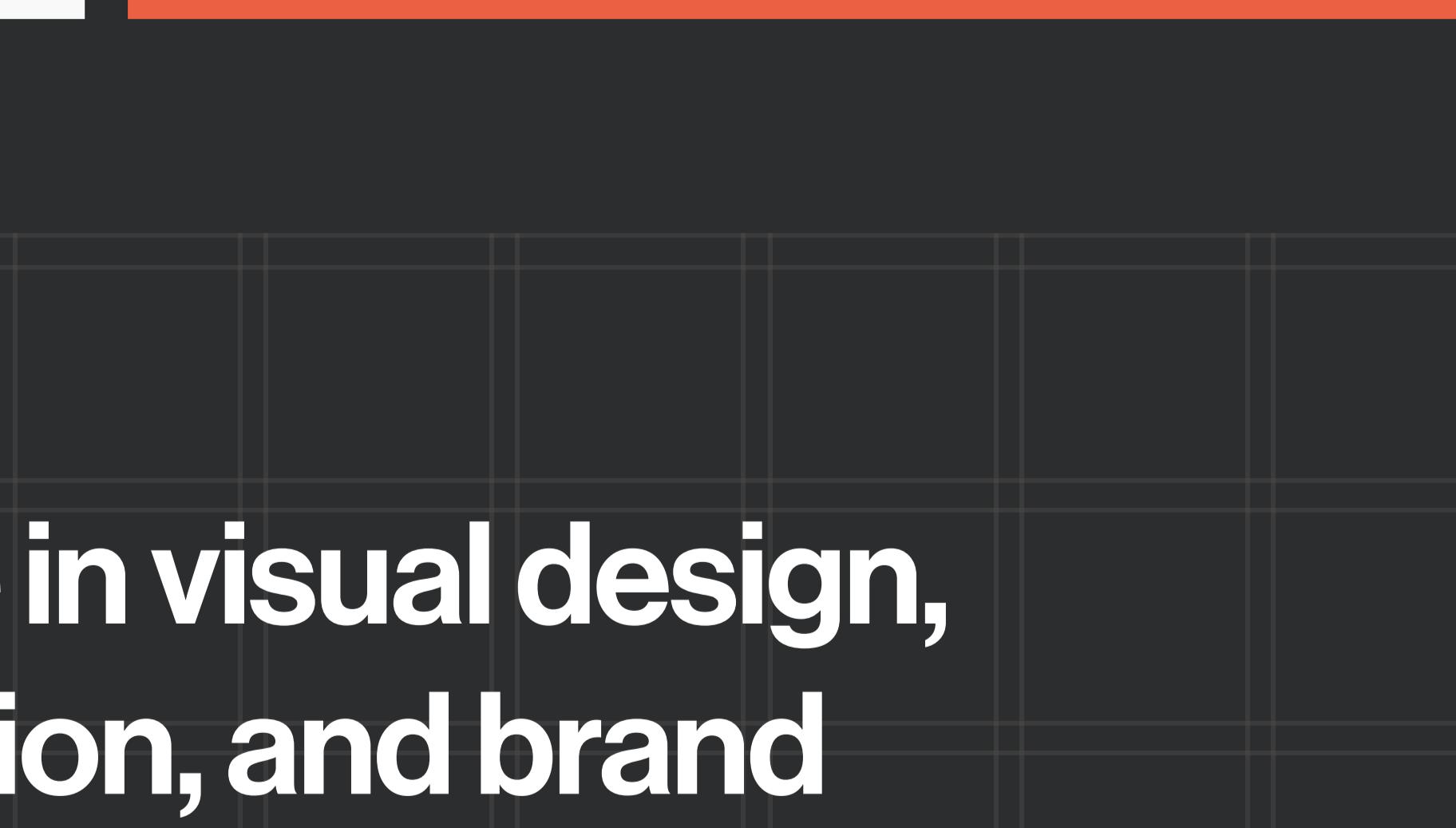
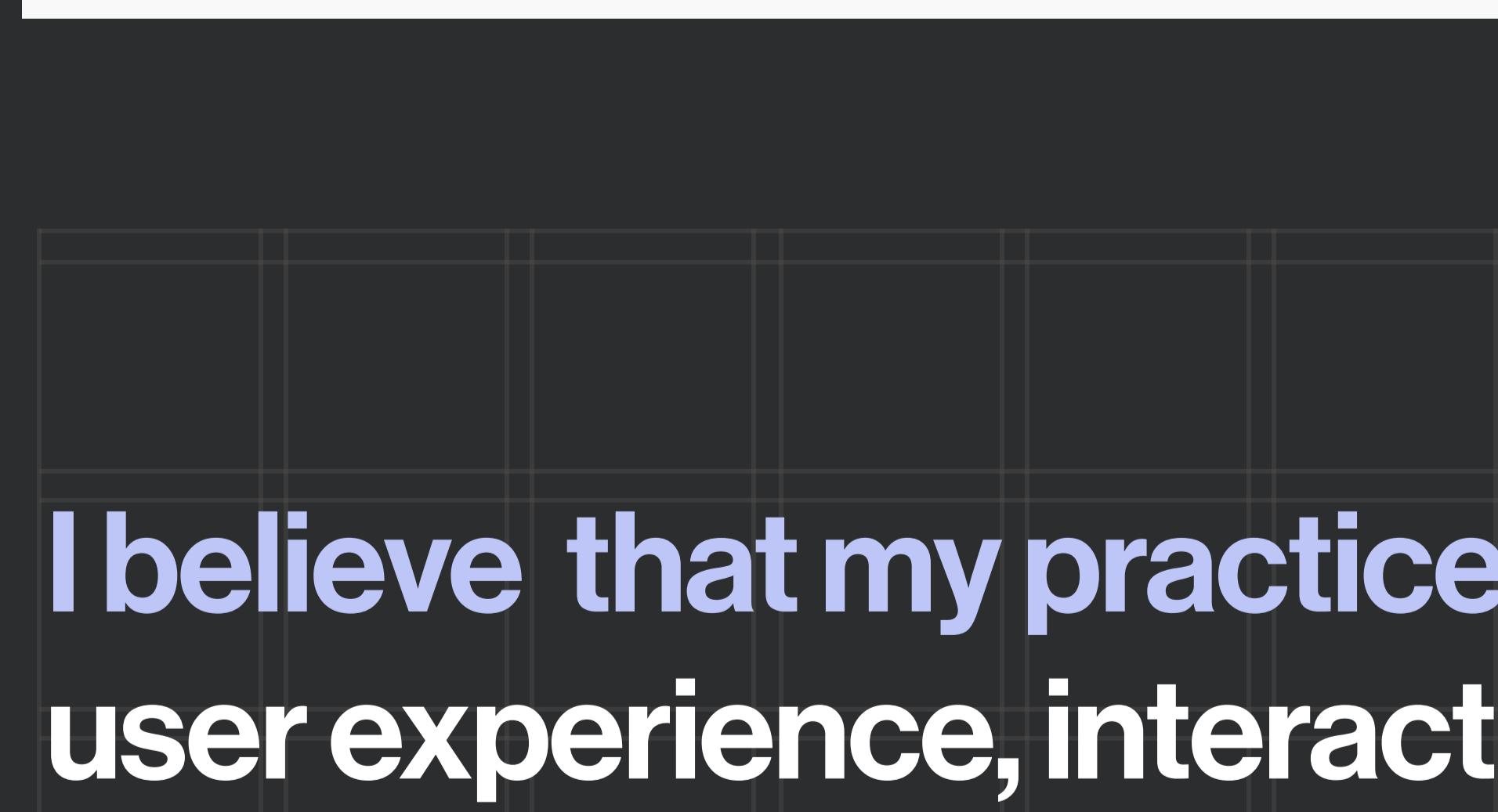
Business Strategy & Principles

I believe that business strategy is key to determine how user research can be leveraged to find real value for people in need. From taking senior courses at SFU in entrepreneurship and innovation to securing over \$100,000 in investments at pitch competitions for Moment Energy, business strategy is a core facet of my process in experience design.

AT MOMENT ENERGY I CREATED BRAND PILLARS TO GUIDE THE FOUNDERS TOWARD MAKING VALUE REAL FOR CUSTOMERS [1]. THE BRAND DIAMOND, THE BUSINESS MODEL CANVAS, AND THE JOURNEY FRAMEWORK ARE EACH CRITICALLY IMPORTANT STEPS IN MY PROCESS TOWARD END TO END EXPERIENCE DESIGN [2]. TWO OF MY FAVOURITE BUSINESS & DESIGN BOOKS [3].



In Search Of



I believe that my practice in visual design, user experience, interaction, and brand will find real value at Turtle.

I seek immersion in an environment where I can produce great work and learn from knowledge and experiences of the design team.

Thanks for reading!

Sincerely,

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resume

- BRENDAN MCKAY 2022 -