

brendan
mckay.

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Dear Christopher Sun;

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

4+

YEARS OF FREELANCE
DESIGN EXPERIENCE

BA
Design

AT SIAT SIMON
FRASER UNIVERSITY

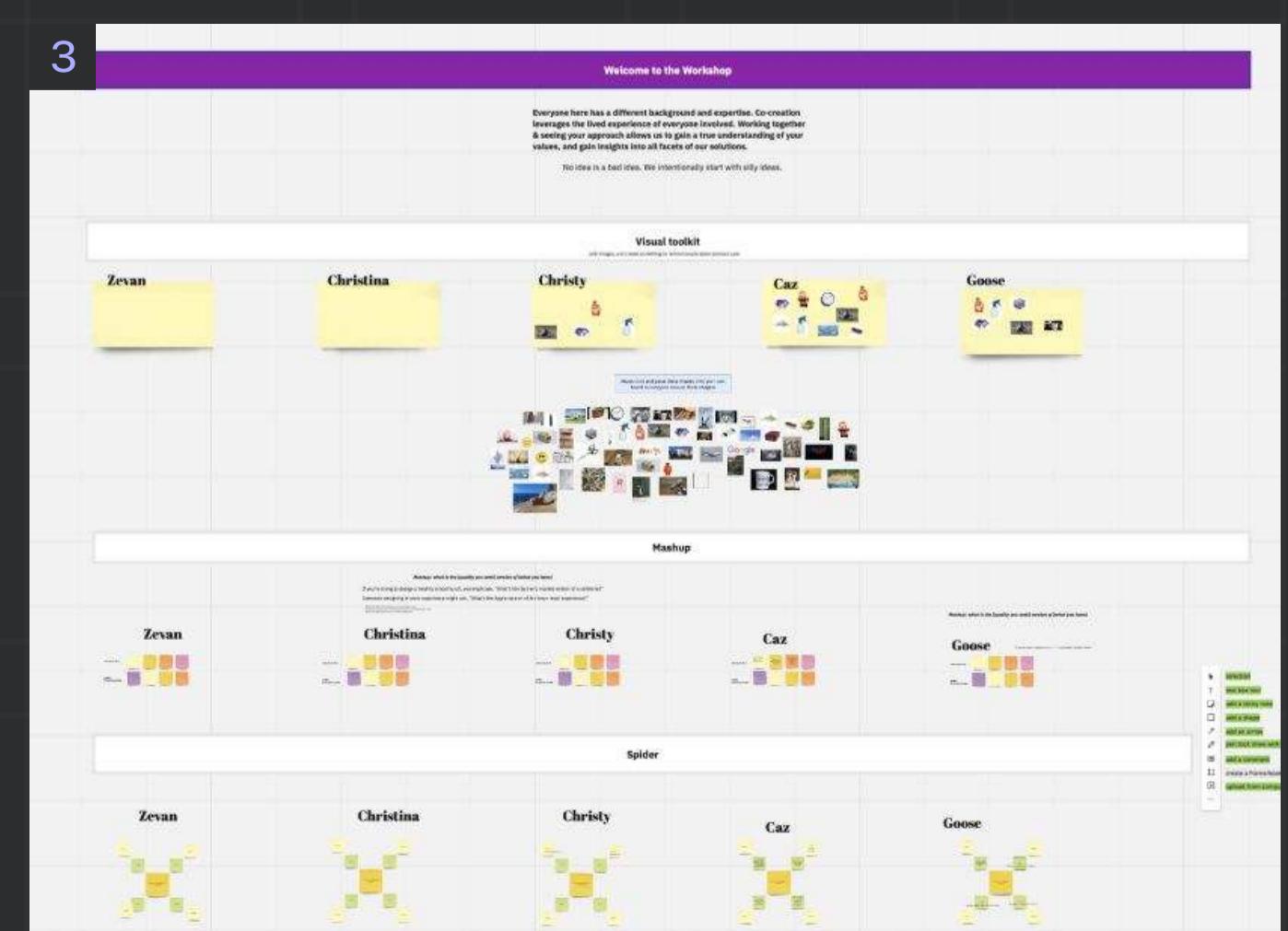
1 - 3

01

Process & Teamwork

As an experienced design sprint facilitator, I excel working with collaborative and cross-functional teams. From store managers at Arc'teryx to electrical engineers at Moment Energy, I find synergy in teams with diverse skill sets.

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].

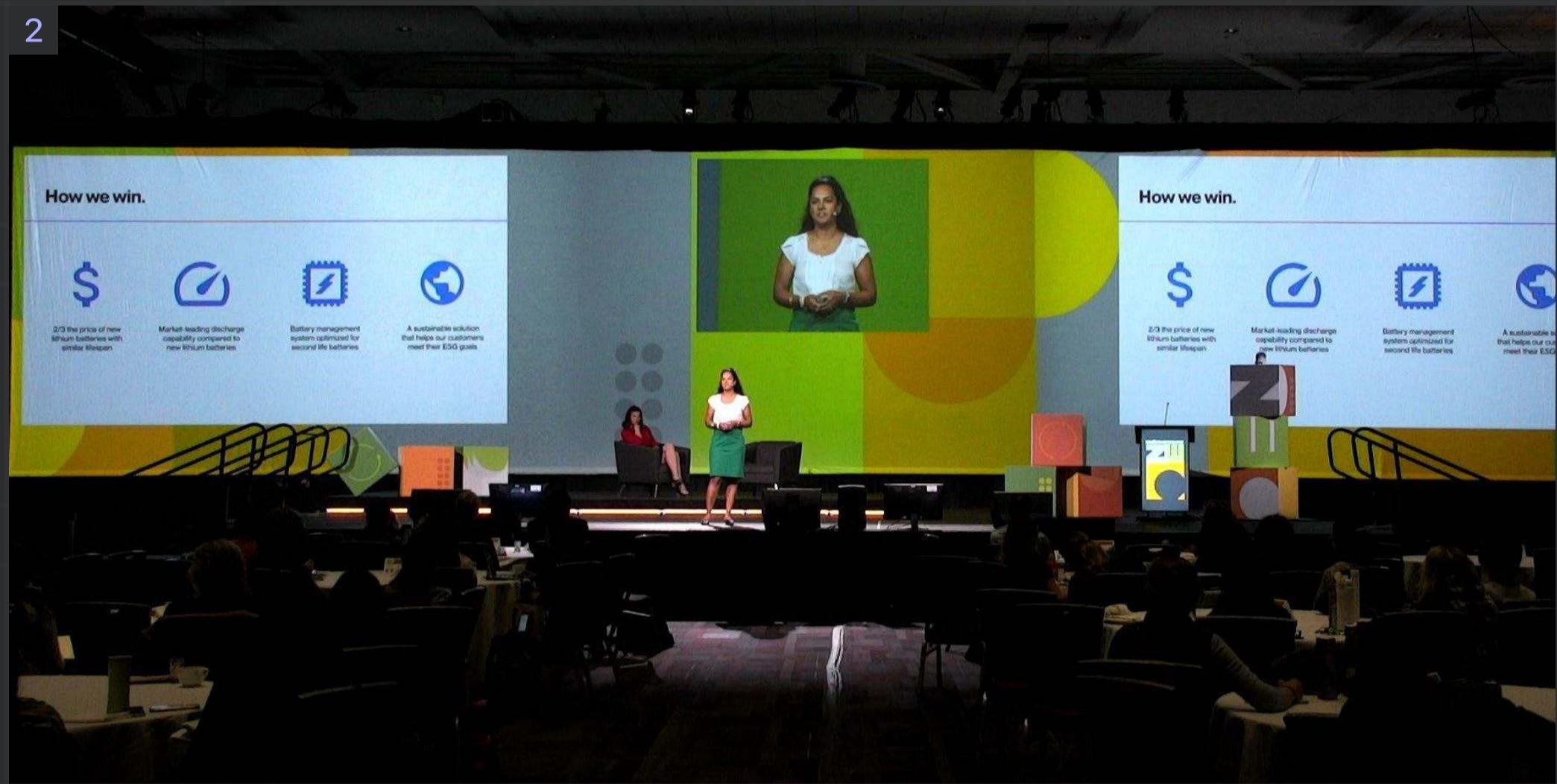


Business Strategy & Principles

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 \$200,000 in investments at pitch competitions for Moment Energy, business strategy through a human centred approach is a core facet of my process in experience design.

AT MOMENT ENERGY I CREATED DATA VISUALIZATIONS & CONTENT DESIGN FOR SLIDE DECKS PRESENTED AT NATIONAL PITCH COMPETITIONS, SECURING \$200,000 IN INVESTMENTS [1][2].



Visual & Product Design

As a freelance product & brand designer I create wireframes, prototypes, and mood boards to articulate how brand strategy can be leveraged visually. Each iteration follows the approach of a direction whose values I define through open dialogue and feedback.



ARCTERYX

FREE GIFT
Select one free gift:
BANDANA CI MAGNET
HELICO BANDANA

CONFIRM

20% OFF WITH CODE ARCOOCAN / FREE EXPRESS SHIPPING / FREE RETURNS

MacBook Pro

Joshua is a warehouse autumn sale customer.

Customer Integrity Transparency

My wife bought me outdoor stuff, and she has the same values as me. I'm a bit more conservative, but I still have a purpose and I care.

A moment user study for product innovation

How might we bring the personal & conversational nature of the warehouse autumn sale customer who purchased from the warehouse sale?

Rachel browses and tries things on in-store.

1. MACHINES JOURNEY



We repurpose electric vehicle batteries to store renewable energy.

Collaborate with us >

Save money and the planet - because every moment counts.

We spoke with the heads of different departments...

The discussions are confirm these is opportunity to put Arc'teryx in the same space as other companies that can learning experience should happen.

Neue Montreal

New York Small



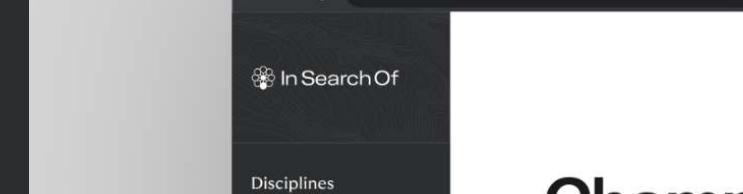
FEATURED

Market-leading discharge capability

Even compared to new lithium batteries.

Aug 6

21



Champions

COMPANIES BRAND IDENTITY ENVIRONMENTAL DESIGN

New York, USA

The best resource for New York state of mind product design.

edit info suggest an edit

Champions

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The best resource for New York state of mind

SYNCHRODOGS
Kyiv, Ukraine

BRAND IDENTITY ART DIRECTION

Post Spectacular Office
Thessaloniki, Greece

BRAND IDENTITY ART DIRECTION

KINGS & PARTNERS
New York

BRAND IDENTITY

Athletics

The Office of Ordinary Things

& Walsh

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

I seek to help people and challenge myself to make impactful change through design.

Thanks for reading!

Sincerely,
brendan mckay.

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references

JP Ramirez

Group Design Manager, Brand at Intuit

jp@jpramirez.net

Sumreen Rattan

Co-founder & COO at Moment Energy

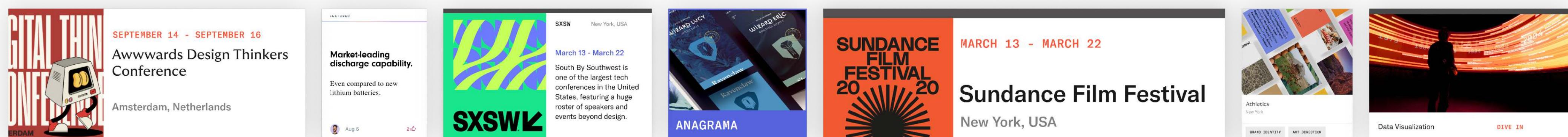
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sample cards



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education

Simon Fraser University
School of Interactive Art & Technology (**SIAT**)
expected graduation:
April 2023.

university involvement

President of the **SFU Design Club**,
a space for students to share extra curricular design activities.

impact

Created visual & content design for slide decks presented at national pitch competitions, **securing \$200,000 in investments.**

Facilitated design learning & crit sessions for up to 40 students at a time as president of SIAT Design Club.

personal interests

Fashion, sewing & fabricating, graphic design & printmaking, skateboarding & videography, digital art & storytelling.

proficiencies

Digital Prototyping
Graphic Design
Usability Testing
User Experience
User Interface Design
Project Management
User Research
Motion Design

workflow

Sprinting
Copywriting
User Research
Project Management

technical

Sketch
Figma
Principle
Adobe Illustrator
HTML / CSS
Adobe Photoshop

other work experience

Kumon Math Instructor
Panago Customer Service Representative
Sugar Mountain Catering Photographer
Fostering Debate Talent Academy Debate Tournament Judge

design work experience

In Search Of

December - Ongoing 2022

Product design & branding contracting

At ISO I created a brand, logo, and website for a curated & educational library of resources. I began with user research, creating questionnaires to bring personas to life and determine journey frameworks. I iterated on logos and moodboards toward a cohesive brand that I could apply when designing our web and mobile experience

Moment Energy

April - August 2021

Product design & brand refresh 4 month Internship

Responsible for a brand refresh and website launch as the sole designer at a clean tech start-up. Developed design standards to ensure the new brand could be consistently applied in any outward expression. Facilitated design sprint activities with company founders on brand strategy to create language that communicates their mission, vision, and positioning.

Arc'teryx

January - April 2020

Student Collaboration; UX Researcher & Designer

Designed packaging and products that convey product education while working within the Arc'teryx brand guidelines. Conducted on-site ethnography, and user research into customer relationships with Arcteryx product care. Facilitated remote co-design workshops and design sprint exercises with Arc'teryx personnel.