

brendan
mckay.

brendanmckay.com/
(778)8555276,
bp.mckay@sfu.ca,
[linkedin](#)

Dear hiring manager;

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

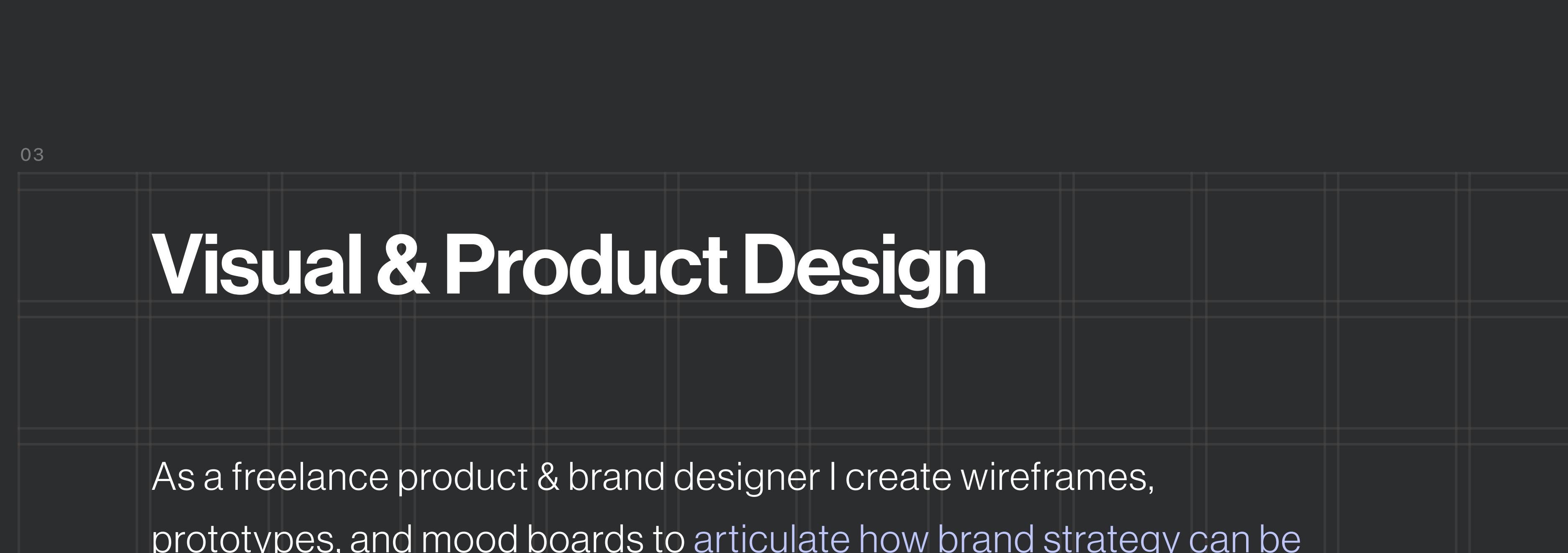
1 - 3

01

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].

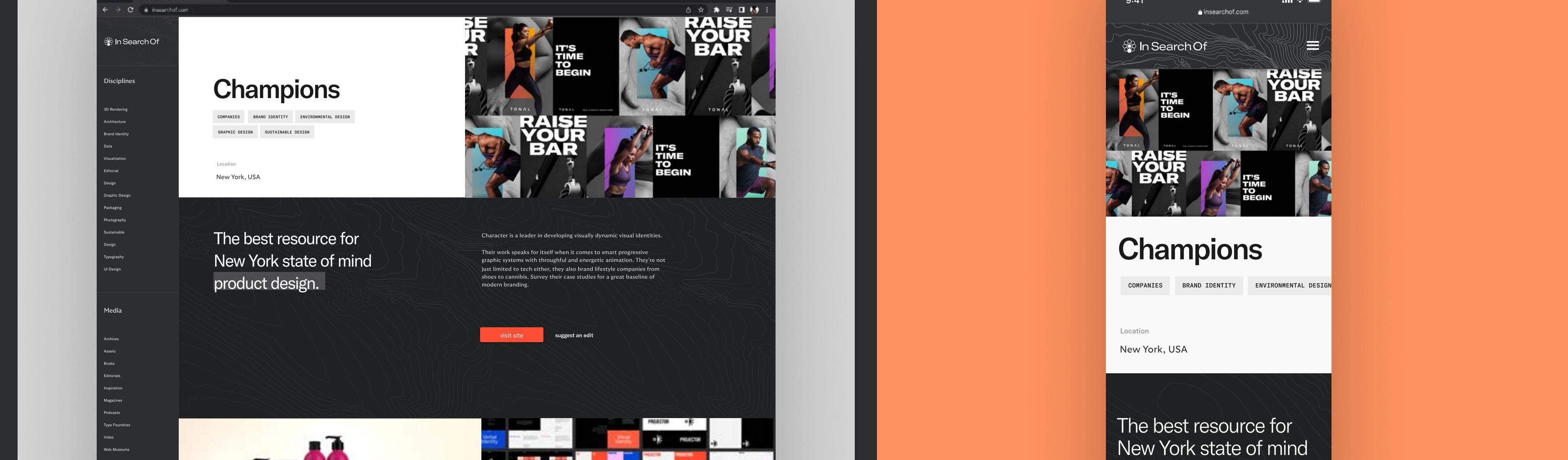


02

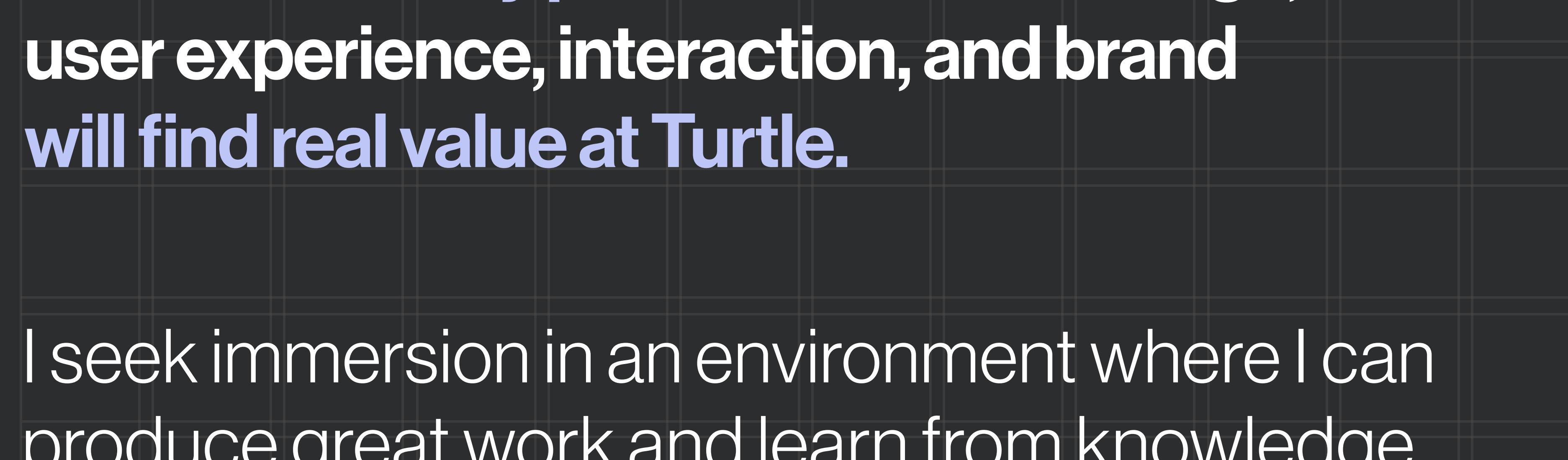
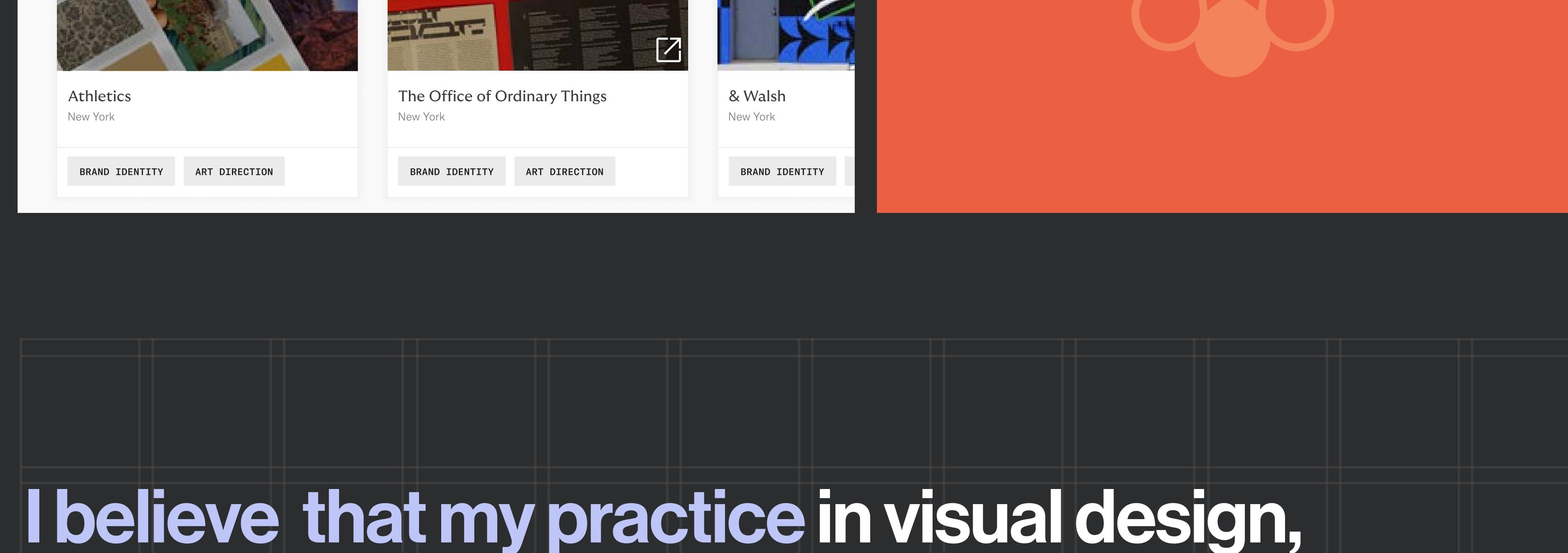
Business Strategy & Principles

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].



moment energy



Sincerely,

brendan mckay.

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