

## brendan mckay

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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

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### Freelance December - Ongoing 2022

*Product design & branding contracting*

As a freelance product & brand designer I begin with business strategy and user research to identify the best methods to support people in unique scenarios. I create wireframes, prototypes, and moodboards to articulate how brand strategy can be leveraged visually.

### 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 Arc'teryx product care. Facilitated remote co-design workshops and design sprint exercises with Arc'teryx personnel.