

brendan mckay

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

education

Simon Fraser University
School of Interactive Art
& Technology (**SIAT**)
expected graduation:
April 2022

work experience

Kumon Math Instructor

Panago Customer
Service Representative

**Sugar Mountain
Catering** Photographer

**Fostering Debate
Talent Academy**
Debate Tournament
Judge

proficiencies

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

design experience

Moment Energy

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

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.