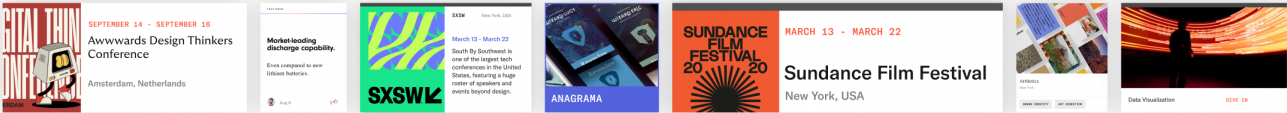


sample cards



references

**JP Ramirez**  
*Group Design Manager,  
Brand at Intuit*

*jp@jpramirez.net*

**Sumreen Rattan**  
*Co-founder & COO  
at Moment Energy*

*sumreen.r@gmail.com*

**Ron Wakkary**  
*Professor, Simon  
Fraser University*

*rwakkary@sfu.ca*

brendan  
mckay.

[brendanmckay.com/](http://brendanmckay.com/)  
[\(778\)8555276](tel:7788555276),  
[bpmckay@sfu.ca](mailto:bpmckay@sfu.ca),  
[linkedin](#)

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