brendan
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Dear Taha & Team:

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

4+ YEARS OF FREELANCE DESIGN EXPERIENCE

BA Design AT SIAT SIMON FRASER UNIVERSITY

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].

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 $200, 000 in investments at pitch competitions for Moment Energy, business strategy through a human centered 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].

03

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.

moment

In Search Of

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

I seek immersion in an environment where I can produce great work and learn from knowledge and experiences of the design team.
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
sumreen.r@gmail.com

Ron Wakkary
Professor, Simon Fraser University
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sample cards

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education

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

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 Judger

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.