brendan mckay

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education

Simon Fraser University School of Interactive Art & Technology (SIAT) expected graduation: **April 2024**

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

Agile UX Data Analysis Usability Testing

User Experience

Project Management

Qualatative User Research

User Interface Design

Prototyping

Web Accessibility

workflow

Sprinting Copywriting User Research

Project Management

technical

Sketch

Figma

Principle

Adobe Illustrator

HTML / CSS

Adobe Photoshop

other work experience

Holt Renfrew Omni Agent

Kumon Math Instructor

Panago Customer Service Representative

Sugar Mtn Catering

Photographer

design work experience

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.

SFU x 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.