



Brody MacLean
Lead Product Designer

Portfolio • www.brody.com
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Passionate multi-disciplinary product designer based in Sydney, Australia.
Currently, I'm focused on creating engaging digital experiences for web and native mobile applications utilising the design-thinking process.

Design Experience

Practifi • Lead Product Designer • Oct 2020 — Present

Interaction and visual design across the core product and integrations. Initially focused on refining the design in both pixels and code of the navigation, modals & upcoming integrations while establishing a more refined interface design.

Intelligent Thought • Lead Product Designer • Apr 2020 — Oct 2020

Head up the design overhaul to create a fresh, professional, consistent experience for the existing & new suite of applications.

Deputy • Lead Designer — Design Systems • Jan 2020 — Apr 2020

Responsible for developing, building and leading Deputy's designs system, Copilot. Initial focus was to reduce design debt in preparation of a rebrand, while also transitioning from Sketch to Figma, with as little friction as possible & defining new design patterns as they emerged.

Deputy • Lead Experience Designer • Jun 2019 — Jan 2020

Focused on scaling Deputy for both internal and external users. With user's business size ranging from local cafes to large corporations, I worked on projects such as Bulk Update & Area Based Pay to solve the problems that arose with larger companies coming onto Deputy.

JobAdder • Head of Design • Nov 2018 — Jun 2019

Mentored JobAdder designers across product & marketing. Formalised design processes, principles and kicked-off & led Venom, JobAdder's design system.

JobAdder • Senior Product Designer • Apr 2018 — Nov 2018

Spearheaded the redesign of both the UI & UX and established the Sketch UI library which introduced consistency across the multiple JobAdder product lines.

CloudBees • Lead Product Designer • Sep 2016 — Aug 2017

As the first designer, I led the building of the design team within the company, establishing design principles and systems to help the team scale & created the Sketch UI components system.

Hudl • Product Designer • Dec 2015 — Sep 2016

Creating delightful user experiences for users of Sportscodel, a powerful video tagging tool built for elite and professional sports programs used by major sports organizations around the world.

Fairfax Media • Digital / UX Designer • Sep 2010 — Oct 2015

Fairfax Media • Graphic / Digital Designer • Apr 2008 — Sep 2010

Technical Expertise

Design

Interface Design
Wireframing
Rapid Prototyping
Information Architecture
User Research
Usability Testing

Engineering

HTML
CSS / SASS / TailwindCSS
Javascript / Alpine.js
Vue / Gridsome

Software

Tools I Use

Figma
Codepen
Github
Netlify
VS Code
Principle
Notion