Brody MacLean
Lead Product Designer

Porfolio • www.brody.com
Email • hello@brody.com

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

Intelligent Thought • Lead Product Designer • Apr 2020 — Present
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 UX & UI 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 Sportscode, 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

LinkedIn
linkedin.com/in/brodymaclean

Github
github.com/brody

CodePen
codepen.io/brody

Dribbble
dribbble.com/brodymaclean

Twitter
twitter.com/brodymaclean

Technical Expertise

Design
Interface Design
Wireframing
Rapid Prototyping
Information Architecture
User Research
Usability Testing

Engineering
HTML
CSS / SASS / TailwindCSS
Javascript / Alpine
Vue / Gridsome

Tools I Use
Figma
Codepen
Github
Netlify
VS Code
Principle
Notion

Software