Brody MacLean
Principal 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

Mitti · Principal Product Designer · Mar 2021 — Present
As the first design hire, I established UI & UX design patterns and processes, helping lead & design Mitti's risk mitigation solutions. As we have grown I haved interviewed, hired & mentored our 2nd designer.

Practifi · Lead Product Designer · Oct 2020 — Mar 2021
Interaction and visual design across the core product and integrations. Initally focused on refining the design in both pixels and code of the navigation, modals & upcoming integrations while establishing a more refined interface design.

Wilbur · 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
Hired & mentored our team of designers across product & marketing. Formalised design processes, principles and led the Venom Design System.

JobAdder · Senior Product Designer · Apr 2018 — Nov 2018
Redesigned of both the UI & UX and established the 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 foundations, principles & systems to help the team scale.

Hudl · Product Designer · Dec 2015 — Sep 2016
Creating delightful user experiences for users of Sportscode, a powerful video tagging tool built for & 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
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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.js
Vue / Gridsome

Tools I Use
Figma
Notion
Codepen
VS Code
Github
Netlify
Principle