



Passionate multi-disciplinary product designer based in Sydney, Australia.
Focused on systems thinking and solving problems at scale through designer & developer tooling and documentation. 😊

Design Experience

- Prospa** • Design Systems Lead • Apr 2022 — Present
Unified divergent designs across products, in both design and code, to reduce design & development debt, enabling us to effectively roll out the Prospa rebrand. Hired the core team while establishing cross-functional design systems practices.
- SafetyCulture Care** • Principal Product Designer • Mar 2021 — Apr 2022
As the first design hire, I established UI & UX design patterns and processes, helping lead & design SafetyCulture Care's risk mitigation solutions. As we have grown I interviewed, hired & mentored the design team.
- Practifi** • Lead Product Designer • Oct 2020 — Mar 2021
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.
- Wilbur** • Lead Product Designer • Apr 2020 — Oct 2020
Headed 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.

LinkedIn

linkedin.com/in/broodymaclean

Github

github.com/brody

CodePen

codepen.io/brody

Dribbble

dribbble.com/broodymaclean

Twitter

twitter.com/broodymaclean

Technical Expertise

Design

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

Engineering

HTML
CSS / SASS / TailwindCSS
Javascript / Alpine.js

Software

Tools I Use

Figma
Notion
Codepen
VS Code
Github
Netlify
Principle