

# CHRIS GURNEY



## PRODUCT DESIGNER

Technical  
Sales

Product  
Management

Computer  
Science

Marketing

Consulting

## WORKED AT

# SPIRIA

# Achievers

# blueprint

# OPENTEXT

m a c a d a m i a n

## HELLO THERE!

I'm a product designer who has toured the tech industry with a background in computer science, across a broad range of roles.

Through product management, technical sales, marketing, services, and development, I've discovered my underlying passion is in the design of products that make peoples' lives better.

I'm also an aspiring improviser, do a mean Sean Connery impression, and have a strange fascination with chickens.

## EXPERIENCE

### Freelance UX/UI Designer CURRENT

- See my current work at <https://chrisgurney.ca>

### Product Manager DEVBBQ (ACQUIRED BY SPIRIA) AUG 2015 - AUG 2017

- Product Owner for the conception, estimation, Agile development, and launch of several products (Rails, Swift, Firebase, React, React Native).
- Established Discovery sessions, including personas, user journeys, job-to-be-done, road-mapping, and wire-framing exercises.
- Designed wireframes, screen flows, mockups, clickable prototypes (Sketch, Balsamiq, InVision).
- Built tools to support PM tasks, and to generate client/development deliverables: Trello/JIRA to Word doc export (PHP); localization import/export scripts; Firebase import tools; email template workflow tasks (Gulp).

### Product Manager ACHIEVERS (ACQUIRED BY BLACKHAWK) OCT 2012 - JUL 2015

- Built strategy and delivered roadmap for feature areas, including: the Achievers API, accessibility (WCAG compliance), login experience, rewards catalogue checkout and order flow, AirMiles support, email opt-out (CASL compliance), and email tracking (Google Analytics).
- Built prototypes to demonstrate the Achievers API, visualizing recognition in the workplace (PHP, jQuery, Chrome extensions, Confluence & JIRA APIs, Outlook VBA).
- Used data to drive product decisions (SQL, Google Analytics, Salesforce).
- Facilitated intake/prioritization process for enhancement requests from internal stakeholders.
- Among Top 10 Recognized employees across Achievers, every year.

## Program Launch Manager

ACHIEVERS (ACQUIRED BY BLACKHAWK) JUN 2010 - OCT 2012

- Led the design and implementation of 30+ customized employee recognition programs, with annual contract values ranging from \$120K to \$3.5M.
- Notable clients: Google, Levi's, Cineplex.

## Training & Mentoring Specialist

BLUEPRINT MAR 2009 - JUN 2010

- Trained customers on building and testing requirements models, consisting of use cases, UI mock-ups, process flows, functional and non-functional requirements.
- Notable clients: Carnival, Citibank, LexisNexis, Lowe's, McKesson.

## Technical Marketing Manager • Sales Engineer

BLUEPRINT 2007 - 2008

- Planned and implemented online marketing strategies, web analytics, corporate website, blog, and thought-leadership initiatives.

## Product Manager

XENOS (ACQUIRED BY OPENTEXT) 2006

- Managed market requirements gathering, functional specifications, product launch, evangelism, and marketing activities for an enterprise integration platform.

## Pre-Sales Consultant • Technical Consultant

XENOS 2002 - 2005

- Notable clients: ADP, AmEx, Citibank, HSBC, NCR, Symcor, TD Bank.

## Software Developer • Technical Consultant

MACADAMIAN 2000 - 2002



## ADDITIONAL PROFESSIONAL EXPERIENCE

Second City Improvisation Program (2014 - 2016)  
Co-founder of ProductCamp Toronto (2008 - 2010)  
Pragmatic Marketing® Certified (2006)

## EDUCATION

**Bitmaker** • User Experience and Product Design - Immersive Course (2018)  
**OCAD** • Intro. & Intermed. UI/UX Design - Continuing Studies (2016)  
**University of Waterloo** • Honours Computer Science, B. Math (2001)

chrisgurney.ca

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# CHRIS GURNEY



## PRODUCT DESIGNER

Journey Mapping

Prototyping

Sketch

Agile

Software Development

## EDUCATED AT



UNIVERSITY OF  
WATERLOO



BITMAKER  
GENERAL ASSEMBLY TORONTO



*The Second City*  
TRAINING CENTER