Michael McVicar

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EDUCATION

University of Waterloo   Waterloo, Ontario
Bachelor of Applied Science - Systems Design Engineering   *Sep. 2023 – Jun. 2028*
- Relevant courses: Customer experience design, human factors, and economics of design

EXPERIENCE

UX Designer   Jan. 2024 – Apr. 2024
TD Bank   *Toronto, Ontario*
- Enhanced user control in the TD mobile app and web applications by developing new settings menus from **low-fidelity sketches** to **high-fidelity prototypes**, improving user engagement
- Conducted concept evaluation interviews, gathered user insights, and iterated on designs to refine solutions, leading to increased user satisfaction and more intuitive interactions
- Improved the shopping and buying experience by performing **competitive analysis** and compiling user pain points to develop comprehensive **customer journey maps**, effectively reducing user friction points
- Collaborated with cross-functional teams, including marketing and product sectors, to pitch design concepts and ensure cohesive integration of UX strategies across departments

UI/UX Designer   Apr. 2024 – Present
Waterloop   *Waterloo, Ontario*
- Contributed to the redesign of Waterloop's website, focusing on user experience and mobile responsiveness, leading to a **30%** increase in user engagement
- Collaborated on the design of user-friendly executive dashboards, enhancing data visualization and aiding in team decision-making
- Assisted in creating a responsive UI for real-time pod monitoring, reducing user errors by **25%** and improving user interaction during tests

PROJECTS

TikTok Case Study | *Figma, Adobe Photoshop*   May 2024
- Redesigned the TikTok interface to simplify the visual experience, increasing screen real estate by over **10%**, resulting in more intuitive user interactions
- Developed **user personas** and **user journies** to ensure the redesign met the needs and preferences of target users
- Conducted thorough competitive analysis and knowledge harvesting to gather insights and best practices, informing strategic design decisions
- Enhanced overall user experience by integrating user feedback and data-driven insights into the redesign process

TD Design System | *Figma*   Mar. 2024
- Developed a comprehensive design system to standardize UI components, ensuring consistency and uniformity across all low-fidelity wireframing at TD Bank
- Integrated **stakeholder feedback** to customize the design system, aligning it with developer requirements and enhancing overall usability

DietMe Case Study | *Figma*   Mar. 2024
- Designed an app to assess dietary safety via food scanning, offering users instant and accurate food assessments
- Conducted competitive analysis and created high-fidelity prototypes using Figma, ensuring a polished and user-friendly interface
- Integrated dynamic recipe suggestions tailored to individual user profiles, significantly improving app utility

Swipe | *HTML/CSS, Javascript*   Feb. 2024
- Designed a visually compelling homepage inspired by Stripe, replicating industry-leading aesthetics
- Applied **responsive design** and iterative refinements for optimal usability and device compatibility

SKILLS

Hard Skills: Wireframing, Prototyping, User Research, User Testing, Interaction Design, Copywriting
Tools and Software: Figma, Adobe XD, Sketch, Adobe Photoshop, Miro, HTML/CSS, Javascript, Microsoft Office