

Michael McVicar

+1-902-229-5031 • m2mcvica@uwaterloo.ca • michaelmcvicar.com • linkedin.com/in/michaelmcvicar

EDUCATION

University of Waterloo

Expected Graduation: 2028

Systems Design Engineering

- Courses in User Experience Design, Human Factors, Economics of Design

EXPERIENCE

TD Bank

09/2024 – 12/2024

UI / UX Designer

- Built a design system with **100+ prototyped components**, adopted company-wide to improve consistency and scalability across all TD design teams
- Led the end-to-end redesign of settings menus for TD's mobile and web apps, enhancing user control over communication preferences for **15+ million customers**
- Spearheaded **25+ usability interviews**, transforming user feedback into design improvements that aligned business objectives with enhanced user experience

Rich Media

01/2024 – 04/2024

Front-end Developer

- Designed and shipped interactive web apps for **30+ million users** at major financial institutions, enhancing financial literacy through intuitive tools and seamless user engagement
- Collaborated with **15+ designers**, refining design reviews and design-to-development handoffs to align creative vision and technical execution
- Led Agile sprints that accelerated project timelines by **20%**, delivering high-impact solutions for clients including Samsung and BlackRock

UW Blueprint

09/2024 – Present

Product Designer

- Designed an intuitive onboarding system for a nonprofit serving vulnerable women, improving access to essential services and support programs, benefitting over **100 users**
- Collaborated with **20+ developers** to translate design concepts into live, impactful products

NOTABLE PROJECTS

TikTok Case Study

06/2024

- Redesigned the TikTok interface to simplify visual hierarchy, improving readability and digestion of information
- Conducted competitive analysis and **25+ user interviews**, informing data-driven design decisions that improved user engagement

SKILLS

Design: UX strategy, Information architecture, User flows, Wireframes, Prototypes, Accessibility design, Interaction design, Journey mapping, Design systems, Mockups, Concept sketches, Branding, Motion design

Research: User interviews, Usability testing, Competitor analysis, Persona hypothesis, Tree testing

Product/Project Management: Agile methodologies, Stakeholder management, Scrum, Lean methodologies

Tools: Figma, Adobe XD, Sketch, Miro, Zeplin, Photoshop, HTML, CSS, JavaScript, React, Webflow, Jira, Slack