brendan mckay.

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design work experience

December - September 2024

In Search Of   Product & Brand Designer

At In Search Of I created a brand, logo, and website for a curated & educational library of resources. I began with user research - creating questionnaires to bring personas to life and determine journey frameworks. I iterated on logos and moodboards toward a cohesive design system that I could apply when designing the web and mobile experience.

April - August 2021

Moment Energy   Brand Creation & Web Strategy

Responsible for a brand refresh and website launch as the sole designer at a clean tech start-up. Developed design standards to ensure the new brand could be consistently applied in any outward expression. Facilitated design sprint activities with company founders on brand strategy to create language that communicates their mission, vision, and positioning.

2022 - Ongoing

Freelance   Brand & UX Design

As a freelance product & brand designer I begin with business strategy and user research to identify the best methods to support people in unique scenarios. I create wireframes, prototypes, and moodboards to articulate how brand strategy can be leveraged visually.

Clients Include:

Burnaby Hospital, Eunoia Hackathon, Style Crush Design

education

Simon Fraser University   School of Interactive Art & Technology (SIAT)

September 2019 - May 2024

Bachelors in Interactive Art & Technology, Minor in Print & Digital Media Publishing.

Member of Business of Design Cohort & Charles Chang Centre for Innovation & Entrepreneurship.

achievements & impact

September 2020 - May 2022   President of the SFU Design Club, facilitating a space for students to share extra curricular design.

May 2023 - June 2023   Design consultant for Eunioa Hackathon website strategy

June 2021 - July 2021   Helped win $200,000 in investments through deck design at Spring Activator National Pitch Competition

proficiencies

Design Skills   UX Design, Product Strategy, Business Strategy, Ethnography, Cross Functional Teams, Facilitation, UX Writing / Copy writing, Wireframing, Prototyping, Brand identity & strategy

Tools & Code   Figma, Adobe Illustrator, Origami Studio, Adobe After Effects, React.js, P5.js, A/B Testing, Blender, Adobe Photoshop, HTML & CSS