brendan mckay.

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design work experience

In Search Of

December - Ongoing 2022

Product design & branding contracting

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 brand that I could apply when designing the web and mobile experience.

Moment Energy

April - August 2021

Product design & brand refresh 4 month Internship

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.

Freelance

2023 - Ongoing

Product design & branding contracting

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.

education

Simon Fraser University
School of Interactive Art
& Technology (SIAT)
expected graduation:
April 2023.

university involvement

President of the SFU

Design Club, a space for students to share extra curricular design activities.

impact

Created visual & content design for slide decks presented at national pitch competitions, securing \$200,000 in investments.

Facilitated design learning & critique workshops for up to 40 students at a time as president of SIAT Design Club.

freelance process

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.

personal interests

Fashion, sewing & fabricating, graphic design & printmaking, skateboarding & videography, digital art & storytelling.

proficiencies

Digital Prototyping
Graphic Design
Usability Testing
User Experience
User Interface Design
Project Management
User Research
Motion Design

workflow

Sprinting
Copywriting
User Research
Project Management

technical

Sketch
Figma
Principle
Adobe Illustrator
HTML / CSS
Adobe Photoshop

other work experience

Kumon Math Instructor

Panago Customer
Service Representative

Sugar MountainCatering Photographer

Fostering Debate Talent
Academy Debate
Tournament Judger

references

JP Ramirez

Group Design Manager, Brand at Intuit Sumreen Rattan

Co-founder & COO at Moment Energy

Ron Wakkary

Professor, Simon Fraser University

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