

Mike McGuire

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OVERVIEW:

- 15+ years of experience in design and UX as a contributor and manager, leading & mentoring design teams.
- Creative direction and team leadership for UX on B2B and B2C SaaS platform, mobile and hardware projects.
- Proficient in owning and steering the strategy and execution of complete product solutions.
- Holistic, user-centric thinker with experience aligning design strategies with business goals and objectives.
- Collaborative, iterative and respectful working style with colleagues across all Org levels.
- Strong communication, storytelling, and presentation skills to communicate value, insights and thinking.
- Curious and interested in emerging technologies, disruptive innovation and data driven design.

PROFESSIONAL SKILLS:

Creative Team Leadership & Mentoring
Stakeholder Engagement & Management
Product Roadmap & Feature Planning
Backlog Grooming & Agile Planning
Team Management & Scheduling
Customer Experience & Journey Mapping
Brainstorming & Problem Solving

Design Thinking Process & Workshops
Agile & Lean UX Methodology
UX Wireframes & Concepts & Prototypes
UX Copywriting
User Interface Design
Design System Planning & Production
Figma, Adobe XD, Photoshop, Illustrator, MIRO

RELEVANT EXPERIENCE:

TechInsights – Director, Design & UX

Aug 2020 – Jun 2023

Semiconductor SaaS platform providing analysis and market data to global manufacturers.

- Directed and guided all CX and UX strategy and development of platform, products, and features.
- Shaped and evolved corporate brand, publication designs and data graphics.
- Collaborated with client success teams, sales, and directly with customers to understand user needs.
- Explored industry and market trends, gathering insights to suggest new product features and user flows.
- Promoted and advocated for design & UX collaboration with Marketing, Content, and Software Teams.
- Fostered user-centric development across teams through Design Thinking and workshops.
- Actively contributed to shaping quarterly platform strategy development and prioritizing roadmap initiatives.
- Collaborated closely with Product Management, Engineering and Business teams across initiatives.
- Worked closely with senior team members to develop and prioritize roadmaps and groom feature backlog.
- Defined Agile & Lean UX processes to align with PM and Engineering and to scale team impact.
- Crafted effective operational plans for UX hiring, onboarding, training, growth, and transition planning.
- Recruited, trained, organized and nurtured a cohesive and motivated, high-trust UX design team.
- Implemented team rituals to encourage creativity through design thinking, collaboration, and reviews.
- Guided creation and quality of all UX and design wireframes, storyboards, prototypes, and specifications.

Results:

- Proactively developed vision concepts to drive roadmap execution and project planning for a unified platform.
- Supported C-Level with high-impact prototypes to drive \$300M external investment to finance growth.
- Increased team velocity +20% quarterly to deliver 300% UX & UI using Kanban and Lean UX practices.
- Multiplied x5 new content and feature engagement via customized in-platform signals using chameleon.io, heap.io, beamer.io and elastic search suggestions.
- Drove +150% increase in MAU and URR over 24 months using Product-Led Growth features and strategies.
- Reduce feature development cycles and SW costs by publishing Platform Design System in 6 months.
- Achieved 75% user transition and adoption rate for numerous acquisitions onto the platform using an adaptable information architecture (IA) and content patterns.
- Increased team use of metrics in heap.io to validate features objectively and improve product decisions.
- Created NPS, CSAT and user feedback reporting by integrating surveys via SurveyMonkey and chameleon.io

Ride Ottawa, Ottawa, ON

Co-Owner, E-Commerce & Marketing Co-ordinator

Mar 2017 – Current

Founded, bootstrapped and launched e-commerce site and marketing programs to sell and deliver professional mountain bike skills instruction. Co-owner and business manager overseeing operations, finance, marketing, and content creation activities.

Skills:

- E-commerce platform management using Shopify, Meta and Google
- Email marketing, research, feedback and automation using MailChimp
- Excellent writing, editing, and proofreading skills with strong attention to detail
- Experienced writing in short and medium length formats and distilling complex ideas into relatable material
- Familiarity with Markdown, HTML, CSS, and web publishing tools content management systems (CMS)
- Experience with Google Analytics for tracking engagement and conversion

Results & Accomplishments:

- Conceptualized overall customer experience using design thinking and journey mapping to define company touchpoints, website content and layout, and checkout flows resulting in successful customer product discovery and sales.
- Produced all campaign assets and copy across channels using Adobe Creative Suite, Perplexity AI, and other tools to ensuring consistency of messaging, tone, and brand to customers resulting in high email and social engagement rates for targeted audiences
- Research, write, edit, and publish high-quality, SEO-friendly social media and blog and editorial content to create customer and community engagement resulting in low customer list and page churn to maintain consistent reach in target user segments

Ride Ottawa, Ottawa, ON

Professional Mountain Bike Instructor

Mar 2017 – Current

Experienced mountain bike instructor and coach with strong technical knowledge, teaching style, leadership qualities, and riding ability. Committed to promoting and developing the sport through individual skills development, mental confidence and community connection.

Skills:

- Advanced coaching and instruction ability, teaching riders from beginner through advanced
- Excellent communication, interpersonal, and leadership skills with adults and children
- Group management and organizational skills

Results & Accomplishments:

- Developed, tested, implemented and iterated structured company curriculum for course programming by creating detailed and comprehensive lesson plans for beginner to advanced riders focusing on skill development, fun, and safety resulting in 100+ lessons per season
- Practicing continuous improvement with co-owners to improve lesson scope, quality and delivery, site operations and overall customer experience through regular lesson audits, customer feedback and content development, driving 100% client satisfaction and 60% return rate

Certifications & Training:

- B.I.C.P. Mountain Bike Instructor Certification – Level 2
- PMBIA Mountain Bike Instructor Certification – Level 1 & 2 Air
- Canadian Outdoor Med - 80hr Wilderness First Aid Certification
- NCCP Development Courses - “Professional Coach In-Training”

Tungsten Collaborative – Senior UX | UI Design Lead

Jan 2020 – Jul 2020

Premier engineering firm delivering cutting-edge design, development, and low-volume manufacturing solutions tailored for high-tech clientele.

- Actively assisted sales leads in identifying, qualifying, and pitching prospective clients.
- Engaged in key projects leading Design and UX/UI requirements, budgeting, planning, and proposals.
- Actively led as primary designer for Industrial Design, UX, & GUI projects working directly with clients.
- Amplified and guided fellow team members through collaboration and mentorship.

Results:

- Secured and delivered 250k in new UX/UI contracts in first six months to existing and new customers.
- Used lean UX to design, prototype and deploy NESIE Plugin for Robotic Center Echo Drone System.
- Developed Techinsights' users personas, information architecture, platform vision, and concept prototypes.

Wingspan Design - Industrial & UX Designer

Apr 2003 – Dec 2019

Expert consultant leading comprehensive services in product, hardware, firmware, and software development for high-tech clientele.

- Delivered 100+ client programs to market launch with 50+ different clients.
- Grew business 15% YoY with annual revenues of up to \$750k
- Propelled development overseeing client management, project requirements, budgets, and proposals.
- Attracted, guided and directed dynamic team of subcontractors for design programs, producing top-tier, high quality deliverables spanning hardware designs, software, UX, packaging, and graphic design.

Client: Eikon Device Inc. - Principal Designer | Industrial Design & UX

Expert advisor to Eikon Device Inc. since 2009, product development by guiding technology exploration, Industrial, and Mechanical Design, from concept through manufacturing, for new product releases.

Results:

- Increased brand value and premium market position by championed user-centered approach to new products
- Designed and launched 12+ products including 4 award winning power supplies and tattoo machines.
- Achieved year-over-year growth in power supply revenue, with recurring sales reaching \$1.5-2 million.
- Awarded Silver IDSA Medical Design award in 2012 for the EMS300 Power Supply.

Client: Energate Inc. - Principal Designer | Industrial Design & UX

Partnered with start-up founders at Energate Inc. to provide design, development, and UX services for energy control products. Direct collaboration with VPs to establish R&D and prototype budgets, shape product strategy and roadmaps and spearheaded industrial and mechanical design, UX, and SW UI designs.

Results:

- Initial product family bootstrapped to market in 24 months with key partner adoption and field-trials.
- Successful product launch followed by \$2.5M in VC funding fuelling next stage of company growth.
- Reduced launch time of second-generation products to 12 months with 60k units pre-ordered.
- \$5M B-Round VC investment following V2 product launch.
- Developed initial SaaS and mobile apps to drive increased Customer Adoption Rates.
- Additional VC \$7.2M C-round funding leading to successful acquisition of the company in 2015.

Client: Sciometric Instruments Inc. - Principal Designer | Industrial Design & UX

Design partner for new hardware and software usability enhancements and product development for automotive and pharmaceutical quality control solutions. Collaborated with CTO, Marketing, and Product Management in Agile process.

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Results:

- Enhanced usability of core SW platform via heuristic evaluation, wire-framing, prototyping and user testing
- Utilized the Jobs-to-be-Done framework with PM, enhancing product appeal across market segments.
- Improved customer adoption and satisfaction rates of SaaS Metrics platform with Tier-1 automotive suppliers.
- Increased licensing +400% within 12 months through improved product ease-of-use and broader value.

Client: Handicapped Pets - Principal Industrial & Manufacturing Designer

Development partner to CEO, designing pet wheelchairs and care products. Led product design, prototyping and testing with in-house and external experts, and coordinated domestic and offshore manufacturing.

Results:

- Custom solution launched in 12 months, gaining 50% market share, generating \$2M in first-year sales.
- Annual global business \$4M with 50k+ wheelchairs sold across multiple sales channels.
- Second-generation product boosted revenue by +\$1M in first year, expanding market presence.
- Consistently high customer satisfaction ratings across e-commerce and other sales channels.

Carleton University School of Industrial Design - Contract Instructor

Apr 1996 – Apr 2016

Lecturer and studio instructor for Ergonomics and Human Factors, 3rd year and 4th years studio design courses.

Results:

- Consistently high class turnout driven by dynamic and witty presentations and discussion
- Achieved consistently high (5/5) annual teaching assessments year over year.
- Regularly consulted in annual curriculum and course development and updates.
- Established and maintained professional relationships with graduates.

EDUCATION:

Bachelor of Industrial Design - With high-distinction, Carleton University

ADDITIONAL CERTIFICATIONS & TRAINING:

- B.I.C.P. Mountain Bike Instructor Certification – Level 2
- PMBIA Mountain Bike Instructor Certification – Level 1 & 2 Air
- Canadian Outdoor Med - 80hr Wilderness First Aid Certification
- NCCP Development Courses - “Professional Coach In-Training”
- Canadian Outdoor Medical 80hrs Wilderness First Aid Certification

OTHER PERSONAL DETAILS:

I'm passionate about the outdoors, healthy and balanced lifestyles and I advocate for all things bike-related. As a professional mountain bike instructor, I derive immense joy from teaching people new skills and witnessing their growth. I travel across North America to indulge in mountain biking and immerse myself in nature. Additionally, I have a keen interest in business, high-tech, and science fiction literature and I love to read and learn.

PORTFOLIO & PROJECTS:

Password = SaveFerris

<http://www.mikemcguire.myportfolio.com>