

Mike McGuire

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OVERVIEW:

- 15+ years of experience in design and UX as a contributor and manager, leading & mentoring design teams.
- Strategic thinker and vision builder driving product strategy and roadmaps.
- 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.
- Action-oriented self-starter with strong initiative; confident making decisions to advance goals and projects.
- 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
Project Planning & Budgeting
Product Roadmap & Feature Planning
User Experience & Story Development
Backlog Grooming & Agile Planning
Team Management & Scheduling
Brainstorming & Problem Solving
Design Thinking Leadership & Workshops
Sketching and Idea Generation

Agile & Lean UX Planning
UX Wireframes & Concepts
UX Prototyping
UX Copywriting
User Interface Design
Design System Planning & Production
Figma, Adobe XD, Photoshop, Illustrator, MIRO
Production Asset Preparation & Management
Graphics & Artwork Production
Video Editing

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.
- Managed UX team scheduling to ensure scope, alignment and quality of assets.
- Guided creation and quality of all UX and design wireframes, storyboards, prototypes, and specifications.

(TechInsights continued...)

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 chamelon.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

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.

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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.

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.

Ride Ottawa – Founder & Instructor

Mar 2017 – Current

Founded, bootstrapped and launched a professional mountain bike instruction company offering expert level skills instruction. Lead Instructor and business manager overseeing operation of company e-commerce, finances and marketing.

Results:

- Launched and grew 300% in 3 years with 5 instructors.
- Annual revenue +\$100k, profit margin +40%.
- Hand-on instructor teaching 50+ lessons per season.
- Return client rate 75% annually with 100% satisfaction rating.

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

Wilderness First Aid Certification

MORE 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>