

Mike McGuire

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Opportunity Sought:

Experienced Design Director, UX designer, industrial design, mechanical designer seeking a full-time position in a senior creative role to conceptualize, promote, and realize design value across key areas of an organization that values and leverages design to increase business value; my broad creative experience designing and realizing SaaS software, customer experience, and hardware help define and understand business opportunities, accelerate innovation, drive product management, create new tactical designs, solve challenging problems, and get projects completed and into the market to support company growth.

Overview:

- Bachelor of Industrial Design, Carleton University '93
 - 30+ years designing and developing products from concept through production
 - Strong track record of successfully helping 50+ clients bring products to market
 - 20 years freelance and contract design professional and consultant
 - 20 years hiring, building & managing design teams in remote and hybrid organizations
 - Strategic thinker and vision builder to help drive product strategic and tactical product roadmaps
 - Strong creative direction for complex UX, software and hardware projects
 - Experienced in building strong design teams through leadership and team management, employee onboarding, professional development and succession planning
 - Strong communication and storytelling skills with internal and external stakeholders
 - Action-oriented with strong initiative, and decision making to advance projects and goals
 - Excellent presentation and meeting skills; comfortable leading small and large groups
 - User-centered design approach to product and feature value
 - Experienced mind-mapping, wireframing, and graphic & visual design methods for UX & GUI
 - Curious and interested in emerging technologies, disruptive innovation and data driven design
 - Detailed knowledge of manufacturing materials & processes for high-volume production
 - Hands on hardware designer incorporating sketching, 3D CAD, technical drawing & prototyping
 - Credited with 4 utility patents and 12 design patents and registration for client IP development
 - 20 years teaching and mentoring design students at Carleton University
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Select Accomplishments:

Design Director for TechInsights Semiconductor Insights platform. First hire in position to establish formal design discipline to drive UX, Communications, and Experience design across product, software, product management, content, publishing and marketing teams. Hired and established high-performing design team responsible for strategic product vision, all UX responsibilities, strategic visual design, UI, customer journey and experience development, roadmap development and support, and future thinking concepts. Established team hiring, onboarding, training, quarterly and annual review and growth processes for team. Defined UX and design processes mapped to existing Software development processes to ensure effective team activities and output. Developed long-term vision and tactical execution plan to merge concurrent products into single SaaS platform. Delivered 250+ specific design solutions for product management team to drive feature planning and agile software development for use by both internal and contract development teams. Provided direct feedback and QA support within SW process to increase quality and accuracy to design targets. Mapped and conceptualized with Customer Success onboarding and experience journeys to guide users to value realization and promote free account creation and exploration. Developed and published SaaS Design System including Corporate Style Guide to reduce dependency on specific project deliverables and promote greater Agile development within SW teams. Standardized report and publishing templates with an emphasis on expediting integration of content acquired from new acquisitions. Developed standardized charting and table templates to provide visual consistency and improve data comprehension across content units. Prototyped HTML and online content reports and dashboards to cross-link data from different business units to promote customer discovery across available content.

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Expert advisor for user-centered design and concurrent development practices to Eikon Device Inc. since 2009 and key contributor to product design and development efforts from big picture thinking through detailed process planning. Developed 12 products including the company's 4 flagship, industry leading power supplies. Introduced company to and champion of user-centered approach to new produce designs to drive increased value to end-customers and premium market position. Lead designer for continued product development efforts, researching and proposing new technologies to conceptualize, develop, test and realize into manufacturing high-impact, professional calibre products in the global professional tattoo market. **RESULTS:** New power supplies generating \$1-2M annually in product revenue for over 10 years. In 2012 recognized with Silver IDSA Medical Design award for the EMS300 Variable Voltage Power Supply.

Creative and process oriented consultant for pre-start-up company Energate Inc. worked directly with the founders through to develop commercial energy management products to the North American Utility operator markets. As company grew expanded role from hardware products into software and apps, adopting different creative and problem-solving roles to leverage design planning and project management competencies. Establishes initial R&D budgets, product strategy, program planning, design and engineering development cycles, and domestic and offshore manufacturing strategies. Wingspan Design team provided a broad range of design related services including industrial and mechanical design, UX and GUI design, prototyping, branding and graphic design, packaging design, and marketing collateral. AS company grew, personally championed the value and process of design by building strong relationships with internal teams to communicate and demonstrate the value of design thinking, UX and ID within the organization. **RESULTS:** Initial product family launched in 24 months with key partner adoption and field-trials, followed by \$2.5M in VC funding fuelling rapid company growth. Second-generation thermostat products and concepts developed in 12 months with 60k units sold, followed by \$5M B-round VC investment. Additional VC \$7.2M C-round funding leading to acquisition of company by competitors in 2015.

Retained by Sciemteric's software marketing lead to find **creative solutions** to improve usability and overall look-and-feel of the company's flagship SW product. Worked collaboratively within the company's Agile process to systemically improve key usability heuristics and demonstrate the value of UX design activities through detailed wireframing, prototyping, high-impact visual presentations, and professional asset preparation. **RESULT:** New ease-of-use broadened sales to different customers and increased licensing by 400% within 12months. Scope of work expanded over 8 years to include hardware development and mechanical design as core members of the R&D team. Used detailed 3D design and CAD tools and 3D prototyping to rapidly bring concept visibility to internal and external lead customers for validation, feedback and funding, including adoption by CEO during sales meetings. **RESULT:** Secured repeated MOU's from important industry customers including a \$1M MOU from a key Tier-1 automotive supplier to fund development of next-generation disruptive IoT based product, ultimately helping to position the company for acquisition by a larger competitor, increasing R&D spending by 300% and increased engineering jobs in local office by 200%.

Led **initiative** after a chance meeting with the CEO of Handicapped Pets on a business trip in Boston, learned about online business reselling pet wheelchairs and subsequently proposed development and manufacture of custom products to increase sales and gross margins beyond typical 12%. Worked closely with company CEO and customer service representatives to define product requirements and performance criteria. Used detailed and complex 3D CAD to develop and review modular wheelchair system, and 3D printing and rapid prototyping to test and validate with outside veterinary experts. **RESULTS:** Initial product secured over 50% market share and generated \$2M in revenue in first year forcing most competitors out of production and establishing company as the premier supplier of pet wheelchair products worldwide. Global business increased to \$4m annually with over 50k wheelchairs sold. 5 years later, second generation product released to markets in 6 months to address critical sales issues from changing market and sales channels, increasing wheelchair revenue by \$1m in first year while broadening overall market across competitive channels such as Amazon. 10-year working relationship has led to development of a broad range of concepts and products to address unmet market needs to help drive ongoing company success.

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Lead designer working with PLM lead and executive team to establish **user-centered** design solutions through behavioural observation to develop industry leading FIPS and biometric storage devices and concepts for elite customers including U.S. government, Military, and C.I.A. Defined, prototyped, and launched numerous hardware security products and assisted broadly with NPI activities including on-site overseas tooling validation, product collateral development, and targeted sales efforts to key accounts. New product design was a key factor in increasing revenue by 200% and improving hardware product margin by +25% (to 49%), resulting in a \$30M+ corporate acquisition by Imation.

Strategically partnered with contract manufacturer BCT to respond to Royal Canadian Mint 2008 RFP for 2010 Olympic coin packaging. Used market analysis, collaborative design methods, advanced visualization and 3D printing to develop family of creative, high-impact prototype concepts in 4 weeks. In required closed bid package, accurate, detailed and persuasive prototypes combined with realistic photo-renderings effectively communicated unique value propositions and market opportunities. **RESULTS:** \$4M manufacturing contracts in initial 2 years followed by preferred OEM supplier status for future RCM programs.

Provided **big-picture thinking** and **detail-oriented** solutions as part of the boot-strap start-up team for Nuvyyo, including early project plans and product costing estimates to help the founders plan company's initial product development and launch. To assist with start-up marketing and initial investor appeal, took initiative to develop and produce essential corporate elements including company logo and branding, early concept designs, consumer packaging designs, and marketing graphics. Key to meeting time-to-revenue goals, established and executed detailed concept-through-production process and timeline to manufacture. **RESULTS:** Released direct-to-consumers a new and industry disruptive over-the-air HD DVR hardware and software system in 9 months leading to \$500k in sales in the company's second boot-strap year.

An **independent and resourceful** freelance and contract designer for over 15 years, combining **creativity and drive** with **attention to detail** and **process driven thinking** to provide a one-stop, multi-disciplined consulting resource for clients in high-tech and other industries. **RESULTS:** Have developed an eye for seeing what companies need, to get things done and to move design projects forward into production, refining my personal process and methods of teamwork to make successful and valuable contributions to my clients' hardware and software project and to their greater business goals.

As an **enthusiastic** volunteer community builder as social media coordinator for local mountain bike association (OMBA-AVMO), used my initiative to learn social media marketing and online community building and my creativity in graphics and marketing to build awareness, support and membership for ongoing trail advocacy and other community initiatives. Applied professional quality graphic design, meaningful messaging, and targeted social media strategy. **RESULTS:** Grew corporate sponsorship 200% and membership by 50% year-after-year for 3 years to a new organizational high, elevating the association status with corporate sponsors, landowners, municipal governments and the membership at large, and ultimately increasing available operating funds for new initiatives and programs by over 500%.

Systematically evaluated, planned and launched professional mountain bike skills instruction company with 2 friends with goal of elevating local MTB community, promoting local MTB tourism, and maintaining strong local cycling businesses. 2 years of planning and preparation certifying as a professional instructor with PMBIA and Wilderness First-Aid responder with Red Cross. Bootstrapped new corporation to secure insurance, land-use permission and support from local businesses. Used design thinking to roadmap target customer journey and initial product offerings, design corporate identity elements, build online ecommerce and booking system using Shopify and soft launch in 2018. **RESULTS:** After first full season in 2019, over 350 happy and excited clients generated 150% of target revenues. Continuing to update curriculum and product offerings using direct customer feedback, observed behaviours and success stories, online client purchase and browsing data. Experience and campaign metrics using social media marketing continue to refine marketing and messaging effort and build corporate brand and mindshare.

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Professional Skills:

Project Planning & Budgeting
Creative Team Building & Leadership
Stakeholder Engagement & Management

Project Requirements Preparation
Rapid problem solving and design thinking
Sketching and Idea Generation
Aesthetics & Product Language Strategy
Color - Material - Form development

Graphics & Artwork Production
Video Editing
UX Planning & Management
UX Definition and Wireframing
UX Prototyping

User Interface Design & Asset Preparation

Packaging & Out-of-Box Experience design
Industrial Design & Form Development
Mechanical Design Development
Materials & Process Knowledge and Selection
Design for Manufacture Analysis (DFM)
Manufacturing Documentation
Tolerance and Dimensional Analysis
Bill-of-Material Preparation and NPI Planning
Data Management & Verification
Component Sourcing & Vendor Selection
Concept Modelling & Prototyping
3D Printing & Model Making

Software Experience:

Office 365
MS Teams
JIRA & Confluence
MIRO
Chameleon.io
Heap
Figma
Adobe Creative Cloud
Adobe Rush
Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
Adobe In-Design
Adobe XD
Axure & Sketch for UX development
Wordpress

Facebook Pages for Business
Facebook Ads Manager
Google Ad Manager
Mailchimp
Pardot
Survey Monkey
Clip Champ
Wistia
Typeform
ZeroHeight

Advanced SolidWorks CAD
Power Surfacing Class-A modelling
Keyshot Rendering & Animation

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Professional Experience:

TechInsights – Director, Designer

Aug 2020 – Jun2023

Semiconductor SaaS platform providing teardown and market data and analysis to all global semiconductor companies. Hired to build UX and Design team to lead vision and development of global SaaS platform to deliver high-value content and workflow tools to help customers drive innovation.

Ride Ottawa – Certified PMBIA MTB Instructor – Founder & Instructor

Mar 2018 – Current

Owner, Business manager and Lead Instructor providing adult mounting bike instruction. Responsible for all entrepreneurial aspect of company start-up, customer service blueprinting, online ecommerce launch, marketing and advertising programming and design, curriculum development, team coordination and management, and client actual instruction of students.

Tungsten Collaborative – Senior Staff Designer

Jan 2020 – Jul 2020

Mechanical Design team providing primarily engineering services for high-tech clients. Hired to expand Industrial Design capabilities to provide broader comprehensive services to clients.

Wingspan Design - Owner, Principal Designer

Apr 2003 – Dec 2019

Consultant Designer providing product development services for high-tech clients. Responsible for all aspects of business and work including sales, budgeting and proposals, project planning, staffing, team management, and program execution, tailored to customer requirements. Over 50 different clients and on 100 different projects since 2003.

Carleton University School of Industrial Design - Contract Instructor

Apr 1996 – 2016

Sessional Lecturer and professional mentor for studio design and Introduction to Ergonomic courses.

Gibson Product Development - Senior Industrial Designer

Aug 2001 – Feb 2003

Senior team lead responsible for client liaison, development of project requirement briefs, project management and directing junior designers through all stages of product development. Awarded. "Best of" Innovations Award 2003 CES for Definitive Technology, Mythos speaker lifestyle speaker series.

CMP Design - Senior Mechanical Designer

Dec 2000 – Aug 2001

International OEM electronics manufacturer. Responsible for new program functional definition, strategic development concepts, detailed plastic part and die-casting development, and sheetmetal assembly design. Awarded Best-In Show Supercomm 2000 for Nortel's Advanced Infrastructure Packaging Concepts

MITEL Corporation - Senior Industrial Designer

Oct 1997 – Jul 2000

International manufacturer of telecommunication products. Responsible for user needs analysis, conceptual ideas, design, and development of telephony hardware and accessories.

KEY RESULTS: Upgraded in-house modeling capabilities and developed team process to reduce prototyping and model production times to under 5 days, leading to 300% increase in new concepts per year.

Ottawa Mold Craft Ltd. - Product Designer & Tooling Developer

Mar 1997 – Oct 1997

Lead designer for custom designs and CAD preparation for tooling design implementation. **KEY RESULT:** Developed company "art-to-part" molding techniques and processes offering rapid development of concept ideas through volume production with 75% shorter lead-times.

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Veritas Tools Inc. - Product Designer

Feb 1995 – Mar 1997

Manufacturer of innovative, market-leading hand tools for retail sales. Designer of value-added consumer woodworking and gardening tools. KEY RESULTS: Establish new manufacturing guidelines and quality-control benchmarks for screw-machine vendors to reduce lead-times by 50% and part rejection by 90%.

Volunteer Experiences:

Ottawa Mountain Bike Association – Special Project & Social Media Jockey Aug 2005 – Mar 2018

Local mountain bike advocacy group working to develop trail access, maintain trails and build local biking community. Helped the organization to grow membership, grow corporate sponsorship, promote fund-raising events, develop and promote the community using online social media tool. Also created cool graphics, posters, videos and other promotional materials, and did some trail-day grunt work. RESULTS: Grew corporate sponsorship 200% and membership by 50% year-after-year for 3 years to a new organizational high, elevating the association status with corporate sponsors, landowners, municipal governments and the membership at large, ultimately increasing available operating funds for new initiatives and programs by over 500%.

Ottawa Safety Council – Executive Board Member

May 2006 – May 2009

Executive team member responsible for overall operational management of community based not-for-profit. Worked with Chairman and Executive Director to review and manage financial operations, program development, and strategic program design. RESULTS: Contributed to streamline of office operations to establish operational funding requirement for 5-year plan. Reviewed annual corporate year-end reports and financial documents. Contributed to 5-year vision plan and growth budgets, leading to new multi-year city-wide contract for crossing guards. Worked with president to develop strategic vision to re-establish an OSC Safety Village and develop slide deck for proposal to outside stakeholders and for fundraising.

Education:

Bachelor of Industrial Design 1993 with high-distinction, Faculty of Engineering
Carleton University, Ottawa, Ontario

Additional Certifications & Training:

B.I.C.P. Mountain Bike Instructor Certification – Level 2

May 2023

PMBIA Mountain Bike Instructor Certification – Level 2 Air

May 2020

PMBIA Mountain Bike Instructor Certification – Level 1

May 2018

Wilderness First Aid Certification

Oct 2021

TON Startup Bootcamp

Oct 2009

Selected as one of six pitch leaders for weekend boot camp. Pitched to diverse group of participants, assembled team, worked through weekend to create initial company pitch deck and present to panel of judges from high-tech. Awarded honorable mention behind winner and subsequently invited to participate in 7-day Lead to Win program.

Lead to Win Startup Bootcamp

Oct 2009

Invited to 7-day in depth start-up bootcamp offered by Carleton University School of Business. Successfully completed LTW stage 1. Extensive topics covered many areas of product development, seeking funding, corporate organization and high-tech innovation.

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Additional Personal Details:

I'm a lover of the outdoors and huge advocate for Ottawa's healthy living lifestyle and all things bike related. Recently certified as a professional mountain bike instructor, and started a part-time instruction company with friends to further develop our community through quality instruction and other programming. Actively using social media for business marketing and promotion and regular author bike-related content posts and articles.

Read more here:

<https://spark.adobe.com/page/oSrisNsCFDdjY/>

<https://spark.adobe.com/page/oSrisNsCFDdjY/>

LinkedIn:

<https://www.linkedin.com/in/mikemcguire613>