



Ian G McGillivray

Empathy-driven Product Designer with a principled design foundation who loves to manage a team in New York City.

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Education

Pratt Institute

BFA: Communication Design

2001 – 2005 Honors

Technical Skills

Figma

Adobe Creative Suite and XD

Sketch and Invision

QA review

ADA compliance

Interaction design

Wireframing

User research

Prototyping

Usability testing

UX processes and artifacts

Zeplin

HTML 5 and CSS 3

Presentation software

Project Management software

Soft Skills

Agile design process

Design management

Design thinking

Cross-functional collaboration

Client facing

Open communication

Huge Inc.

Senior UI/UX Designer | November 2023 – Present

Client: Google. I lead the design for a series of product features and collaborate on their UX optimization. I contribute to the overhaul and enhancement of a product's new design system.

Digitas North America

Lead UX Designer | March 2022 – August 2023

Led a team of three designers in simultaneously redesigning the Goodyear Auto Service and Just Tires sites using our new branding and atomic design system for the launch of Goodyear.com.

Collaborated with the Tech Team, Product Managers, and Design VPs to oversee QA management, staging, and design reviews while task and defect managing for our design pod.

Designed wireframes and prototypes for the new ALDI e-commerce website and email campaigns, incorporating HCI-guided research and strategy, site analysis, user journeys, pain-point diagnosis, and POV presentations.

Completed research and design for Mcdonald's marketing portal redesign.

IMProper Design: Multidisciplinary Freelance

Creative Director UX, UI, Design: digital and print | April 2005 – June 2020

I elevated the design and experiences for a variety of national clients across various industries: VMWare, Red Hat, Playboy, fashion, fin-tech, real estate, law, and tech.

Agencies: Havas Health, McCann, BBDO, Vayner Media, Strawberry Frog, and Starfish

Brookfield Investments

Senior UX/UI Designer: fin/tech | May 2021 – February 2022

Created UX wireframes and polished UI designs for online experiences surrounding annual international conferences.

The new invitation, landing, and conference details pages resulted in an increase of the number of sign-ups and attendees while increasing brand awareness.

Donovan/Green: Strategy and Marketing Agency

UX/UI Creative Director | April 2019 – April 2021

Led a team of Jr designers while collaborating with developers, alongside a project manager while working closely with our ECD, and directly with clients and stakeholders.

I was the UX/UI team lead of a native app and website end-to-end for Intercept Pharma which increased trial patient recruitment and retention. This project included HCI-influenced design, user journeys, mapping, wireframes, and hi-fi-prototypes.

I improved the cohesion of the brand story across every touch-point of digital and print. I also art directed videos and storyboards.



Mentoring
Works independently
Team leader and supporter
Quality feedback

Certifications

Google: Conduct UX Research
and Testing
UX & Product Psychology
Masterclass
LinkedIn: Design Thinking

Awards

Cannes Lion: Brand Experience
Cannes Lion: Social & Influencer
NYC College of Tech
Innovation:
Best new app concept
1800 Tequila Artist Bottle
winner
Adobe Cut & Paste 2X finalist
Father of the Year 6X winner

Donovan/Green

UX/UI Art Director: Product and Experience | April 2017 - April 2019

Created UX & UI for BritePool's brochure website, driving its successful launch in the fintech industry for online cookies. This was an end-to-end project.

Conceived naming and branding for Bloomberg Connects, a cultural mobile app, and developed a UX system for beta-testing within the Guggenheim Museum.

Collaborated with cross-functional teams, including developers and project managers, while mentoring junior designers.

Worked across diverse industries, such as B2B, B2C, pharmaceutical, tech, and culture.

Starfish Co: Branding & Media Agency

Lead UI / Visual Designer: websites | June 2016 – January 2017

Industries included: B2B, retail, fin-tech, and law industries.

Comic Relief Inc: Red Nose Day 2016 National Campaign

Lead UI / Art Director: website and marketing | April 2016 – June 2016

Playboy Enterprises

Art Director: website marketing and sales | November 2015 – April 2016

Designed marketing and website sponsorship opportunities like microsites for playboy.com.

Cake - Havas Media: Advertising & Marketing Agency

Senior Designer: marketing and advertising | November 2013 – September 2015

National clients: Volvo, Keurig, Green Mtn Coffee, Birdseye, Vlasic, Wishbone, Ardbeg, Oddka Vodka, Panasonic, Havaianas, Oppenheimer, and AXA Insurance

Skate Something: Brand & Mobile App Start Up

Founder, Partner, Creative Director, Product Lead: | January 2011 – January 2018

Conceived the "If You See Something, Skate Something" marketing campaign. Created the branding, UX, UI, and VD of an interactive skateboarding-map app at skatesomething.com.

We successfully launched and maintained a M.V.P..