

BRAD MACDONALD

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SKILLS

Key Strengths

- Design thinking
- Leader and mentor
- Accessibility
- User-centred
- Designer and coder

Technical Proficiency

- Figma and Sketch
- Axure and InVision
- Adobe CC
- HTML and CSS

INTERESTS

- Technology
- Creativity
- Teaching
- Pro Wrestling
- Traveling
- Psychology

EDUCATION

Bachelor of Commerce, Business Technology Management

Digital Media Innovation & Design

Toronto Metropolitan University, Ted Rogers School of Management

PROFESSIONAL EXPERIENCE

Lead Instructor (UX Design), BrainStation

June 2018 – Present

Teach User Experience Design bootcamp and certificate online and in-person programs.

Facilitate in-class learning, group discussions, demos, design challenges, and offer mentorship.

Design Lead/Product Designer, Canada Post

Oct 2016 – Present

A lead role on the digital strategic initiatives team – understanding client needs and driving user experience to achieve business objectives on projects from concept to implementation. Working closely with strategy specialists and product owners within agile development teams.

Key Projects: Parcel Redirection, Small Business Solutions, Invoicing, and Direct Mail Campaigns

Highlights:

- Led ideation workshops, collaborating with product managers and strategy specialists
- Designed responsive wireframe concepts and documented interaction specifications, based on user research, analytics and best practices
- Presented the creative vision to internal stakeholders and vendors throughout project lifecycle, ensuring their engagement and onboard with direction
- Developed interactive prototypes for usability testing sessions
- Collaborated with IT groups and vendors throughout development cycles and implementation, ensuring alignment with the overall user experience objectives

WORK HISTORY:

Lead Instructor (UX Design), BrainStation

Jun 2018 – Present

Design Lead/Product Designer, Canada Post

Oct 2016 – Present

User Experience Lead, CIBC.com

Aug 2014 – Sep 2016

User Experience Designer, BMO InvestorLine

Jan 2010 – Aug 2014

Interaction Designer, BMO InvestorLine

Oct 2008 – Jan 2010

Web Developer/Designer, CIBC

Jan 2007 – Mar 2008

Web Content Specialist, Government of Ontario

Apr 2006 – Sep 2006

Computer Skills Instructor, George Brown College

Apr 2005 – Apr 2007

Web Designer, Freelance

Jan 2002 – Jun 2007

CONTINUING LEARNING AND PROFESSIONAL DEVELOPMENT

- **Digital Accessibility Workshop**, Fable, Toronto
Two-day in-person workshop focusing on UX to Development hand-off, and completion of online course
- **How to Increase Usability Through Accessible Design**, David Berman, Do Good Design
Two-day presentation and BMO group workshop, with one-on-one discussion and strategy planning
- **Web Accessibility**, CNIB, Canadian National Institute for the Blind
One-day BMO group workshop, with hands-on accessibility testing using ZoomText, JAWS & NVDA
- **Google Data Insights**, Google Inc., Toronto
One-day discussion and workshop, learning analytics features, implementation and advanced reporting
- **Agile Development**, Jakob Nielsen Usability Week
One-day course and topic presentations, with class exercises, group sharing and discussions

REFERENCES

Submitted upon request