

Experience

Co-Founder & Product Designer

Tooni | December 2023 - Present

- Defined and executed the product vision, roadmap, and go-to-market strategy for Tooni
- Led a cross-functional team through ideation, design, development, and iteration
- Designed user-centric features and created detailed wireframes, prototypes, and user flows
- Collaborated on front-end development using TypeScript and CSS

Product Design Intern

Midaflow | July 2023 - December 2023

- Played a crucial role in designing the minimum viable product
- Conducted user feedback analysis on competitors to identify strengths and pitfalls
- Designed and optimized user interfaces and experiences for the web platform
- Implemented key features relating to the enterprise resource planning components

UX/UI Design Intern

EVOU ED | April 2023 - May 2023

- Formulated UX problem hypotheses to identify potential issues and areas for improvement
- Crafted detailed user personas that informed product development and design decisions
- Assessed product-market fit and determined key metrics for evaluation
- Developed and analyzed user journey maps for both student and client acquisition
- Designed and developed structured user interview scripts

eCommerce Business Owner

Plushico | May 2020 - January 2022

- Successfully grew to six figures in revenue within six months
- Conducted market research to identify products, niches, trends, and competition
- Shopify design and development using HTML and CSS
- Analyzed campaign performance, evaluated insights, and implemented improvements

Contact

Email

brianmac1997@gmail.com

Website

www.brianmac.ca

LinkedIn

www.linkedin.com/in/brianmac97

Education

Associate Degree - UX Design

UX Design Institute
2022 - 2023

Bachelor of Arts - Social Sciences

Brock University
2018 - 2021

Certifications

eCommerce

Shopify

UX Design

Google

Skills

HTML5

CSS3

UX Design

UI Design

Web Design

Mobile Design

Figma

Canva

eCommerce

Shopify

Webflow

Digital Marketing