



# DAVID MCLEAN

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During my career, I have developed a deep empathy for the customer's experience and how products can be successfully designed to meet business and user needs. I'm keen on statistics and user data and believe they are the foundation for exceptional design.

With a focus on data, user experience design can improve the functional quality of a product or service offering, increase the perceived value of a product or service, and invent new value through insights and innovation.

## RELATED EXPERIENCE

### UXDI INSTRUCTIONAL ASSOCIATE

General Assembly (September 2018 - Present)

- Support two primary instructors of GA's enterprise UXDI training program with course data management while fostering the growth of the students through lab instruction and 1:1 mentoring.

### PROJECT MANAGEMENT & VISUAL DESIGN

Capuli Club (July 2018)

- Managed the communication and project flow with client and UX team that included user research, interaction design and information architecture to deliver a comprehensive user research findings report.
- Synthesized a complex subscription service flow into a user journey map.
- Delivered a heuristic evaluation of the client's website.

### WEB IMAGING & DIGITAL MEDIA SPECIALIST

Cutter & Buck (July 2017 - Dec 2017)

- Responsible for large-scale digital media creation.
- Worked directly with an off-site developer to improve the functionality of their automated software, resulting in a more efficient media creation and management system capable of producing up to 1,000 digital images per day.

### SENIOR DESIGNER

Zonar Systems Marketing Team (Feb 2015 - May 2017)

- Created a logo design process based on UX Design principles and Material Design patterns. The process built cross-department collaboration and created a design system for new product releases.
- Developed an agile design environment to manage requests resulting in 260 new projects completed in the first six months.

### MULTIMEDIA SUPERVISOR

Advanced Interactive Systems (Feb 1997 - March 2013)

- Managed a global video production and customer training schedule. Our customer base operated across the U.S. and Canada as well as Mexico, Spain, the United Kingdom, Indonesia, Singapore, the UAE and Saudi Arabia.
- Produced 1,500 training videos resulting in a library of content that is still being used today to train law enforcement and military personnel across the globe.
- In 2013, an estimated 487,700 officers were being trained per month.

## SKILLS

User Research  
Usability Testing  
Survey Design  
Heuristic Evaluation  
Persona Development  
Affinity Diagrams  
Journey Mapping  
Content Analysis  
Wireframing  
Paper Prototyping  
Mobile Design

## TOOLS

Sketch  
InVision  
OmniGraffle  
POP  
HTML/CSS  
Basecamp  
Keynote  
Adobe Creative Cloud  
MS Office Suite

## EDUCATION

### USER EXPERIENCE DESIGN IMMERSIVE PROGRAM

General Assembly

### WEB DESIGN/UX DESIGN

Bellevue College

### VISUAL

### COMMUNICATIONS

ASSOCIATE'S DEGREE

Art Institute of Seattle