Michael McVicar

+1-902-229-5031 • m2mcvica@uwaterloo.ca • michaelmcvicar.dev • linkedin.com/in/michaelmcvicar

EDUCATION

University of Waterloo, Waterloo, ON   Expected Graduation: 05/2027
Systems Design Engineering
- Courses in User Experience Design, Human Factors, Economics of Design

EXPERIENCE

TD Bank   01/2024 – 04/2024
UI / UX Designer
- Built and scaled a design system with **100+ components**, accelerating front-end development by **30%** and ensuring a cohesive experience for **15+ million users** across TD's web and mobile platforms
- Led the redesign of TD's credit card application flow, reducing drop-off rates by **10%** through simplified interfaces, improved cross-platform functionality, and visual consistency
- Conducted **25+ usability interviews**, analyzed and categorized user feedback, and implemented targeted design improvements that bridged business goals with customer needs

Rich Media   09/2024 – 12/2024
Front-end Developer
- Designed and shipped enterprise-level web apps for major tech companies, directly contributing to **$400+ million** in annual client revenue by delivering intuitive, high-performance user experiences
- Collaborated with **10+ designers** to translate designs into production, ensuring functionality across front-end and back-end systems by aligning creative visions with technical requirements
- Developed web tools for **30+ million users** at leading financial institutions using **React**, enabling dynamic data visualizations that empowered users with real-time financial insights

UW Blueprint   09/2024 – Present
Product Designer
- Designed a web app for a nonprofit serving vulnerable women, improving access to support programs for **100+ users** by implementing an intuitive navigation system and optimizing accessibility
- Collaborated with project stakeholders, leveraging Agile methodologies to accelerate project timelines by **20%**, aligning design updates with business objectives for seamless cross-team implemnetation

NOTABLE PROJECTS

TikTok Case Study   06/2024
- Redesigned the TikTok interface, simplifying the visual hierarchy to improve readability and user flow, which led to increased engagement and smoother navigation during user testing
- Conducted competitive analysis and **25+ user interviews**, informing data-driven design decisions

SKILLS

Design: UX strategy, Information architecture, User flows, Wireframes, Prototypes, Accessibility design, Interaction design, Journey mapping, Design systems, Mockups, Concept sketches, Branding, Motion design
Research: User interviews, Usability testing, Competitor analysis, Persona creation, Tree testing
Product/Project Management: Agile methodologies, Stakeholder management, Scrum, Lean methodologies
Tools: Figma, Adobe XD, Sketch, Miro, Zeplin, Photoshop, HTML, CSS, JavaScript, React, Webflow, Jira, Slack