

I am a product designer with more than 15 years experience. I understand the vital role that design plays in improving core business metrics and I pride myself on a results-driven approach to design. I am comfortable seeking out opportunities where my work can have the most impact and I enjoy working on all aspects of product design from user research to interface design and front-end development.

Experience

Company

Beacon, Senior Product Designer (2014 - 2024)

Beacon is a SaaS app that helps small businesses to generate more leads.

Overview

I had primary responsibility for driving the design across three separate products within the platform. I worked on the entire product lifecycle, taking projects from initial concept to problem definition, wireframing, high-fidelity design and launch while working closely with the development team. I took ownership of the refinement and improvement of existing products to ensure that they met specific business targets.

Notable Projects

Product Design (Resource Library Builder)

Increased MRR by 40%

I designed a new product to help business owners create a library of gated content on their website. Following extensive user research (see above) I created wireframes to visualise the functionality and task flows required for the app. I translated these wireframes into high fidelity mockups and built the HTML and CSS structure before working with the development team to ensure successful implementation of my designs.

New Product Validation & Testing

Increased ARPU by 28%

I led a research project to validate both the business case and the user requirements for a brand new product. I recruited a group of research participants, conducted interviews using the 'Jobs To Be Done' methodology, and facilitated usability tests over a six week period. This resulted in a successful product launch which eventually increase ARPU by 28%.

Product Onboarding

Increased conversion from free to paid rate by 30%

I designed an updated version of Beacon's onboarding flow to help maximise customer success during account setup. This not only resulted in improved account activation but also generated additional segmentation data that was used for subsequent nurturing and educational campaigns.

Dashboard Redesign

Reduced support enquiries by 20%

I redesigned Beacon's dashboard pages to help reduce customer support enquiries and increase visibility of new products. My process included analysis of product usage trends and usability testing to help ensure that the new design met business goals.

Product Design (Lead Magnet Capture)

Reduced Churn by 30%

We noticed customers were churning from our product at an unusually high rate. I conducted a series of 'Jobs To Be Done' interviews and learned that we didn't provide all the tools that our customers needed to complete their specified Job. I undertook competitor research and information architecture exercises to plan how a new product would fit into our existing interface. I then designed the new product interface and built high fidelity prototypes so the development team could implement my designs quickly.

Product Design (Lead Magnet Creator)

Increased MRR by 50%

I designed a new product to help business owners create marketing documents without hiring a designer. In addition to my work wireframing and designing the interface for the product I also devised a modular design system so our customers could build documents through a series of reusable components. The challenge was to find the balance between flexibility and usability. I achieved this by developing a HTML / CSS grid system which the development team used as the basis for the drag and drop interface.

Company

Starfish Web Consulting, UX Designer (2007-2014)

Starfish was a web design and development agency working with both the public and private sectors.

Overview

At Starfish I worked mostly on large scale content projects conducting stakeholder workshops and user interviews. Typical deliverables on a project included information architecture, content strategy and wireframes. This agency experience was formative in learning the importance of Human Centred Design when working on digital experiences that would be used by a diverse range of people.

Notable Projects

UX Design, Patient and Client Council

I led a series of stakeholder workshops for a public sector health agency. The goal of these workshops was to learn how we could increase service user's knowledge and self-sufficiency through a new website. As part of this work I delivered a new information architecture and wireframes to help ensure clarity in a content heavy website.

UX Design, Sepha

I worked with the internal marketing team of a manufacturing company to determine the business objectives of a new website. Based on this research I devised an updated information architecture and content strategy to help increase website leads and reduce telephone enquiries.

UX Design, Council For Ethnic Minorities

I conducted a series of stakeholder interviews to learn how we could use a new website to surface insights from subject matter experts within the organisation. My content strategy and information architecture was paramount in the successful launch of a new multilingual content destination website.

UX Research, Ards Creates

It was my responsibility to define user requirements for a two-sided marketplace featuring creative entrepreneurs. I interviewed dozens of people to create user personas, wireframes and high fidelity mockups. I refined my UI work through a series of usability tests with our test group.

Skills

UX Design

User interviews, usability tests, information architecture, content strategy, user flows, quantitative analysis.

UI Design

Wireframes, graphic design, prototypes, conversion rate optimisation, product animation.

Front End Development

HTML, CSS, Sass, Bootstrap, Tailwind.

Tools

Figma, Sketch, Adobe Suite, Airtable, Hotjar.

Education

Interactive Multimedia Design, (BSc)

University of Ulster, 2006

Online

 kevmcg.com/phrase

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About Me

I live in Belfast, Northern Ireland with my wife and young daughter. Outside of work I enjoy staying healthy by playing football and swimming. Crime fiction novels set in the 1980s are my guilty pleasure.