

McKay Galeano Adams

Senior Product Designer

SUMMARY

- 12+ years experience in design
- Specializes in early stage, strategic design
- Full range of design experience, from research to UI

PROFESSIONAL EXPERIENCE

Senior Product Designer and Research Lead, MX (2019-Present)

I am the senior product designer for a new product offering at MX. I also lead the product research team.

Product Designer and Consultant, Galeano (2014-Present)

In 2014 I created my own LLC and began contracting and consulting. I have worked with small startups as well as large companies.

Product Designer and Contractor, Underbelly/Facebook (2018)

From June to December 2018, I had the opportunity to work with the Facebook Business team via Utah design agency Underbelly.

Senior Product Designer, Acima Credit (2017-18)

I was the first designer hired at Acima and am responsible for all aspects of the User Experience, including research, testing, designing and developing systems and processes.

Senior UX Designer Sling TV (2015-17)

I initiated the UX research at Sling TV and am primarily responsible for wireframing and creating high fidelity prototypes for mobile and desktop platforms.

UX Designer + Brand Strategist, modern8 (2012-14)

I accepted a once in a lifetime opportunity to work with the area authority on branding, Randall Smith. I managed all digital processes and brand strategy.

UX Designer + Frontend Developer, Saxton Horne (2012)

I was hired as a mid-level UX designer on the digital team of the Larry H. Miller group ad agency. My duties included visual/interactive design as well as frontend development.

Web Designer + Frontend Developer, Mighty Clever (2010-12)

I developed and led the interactive process at Mighty Clever. This included frontend development as well as web design and traditional print design.

Web Designer + Frontend Developer, Interbank FX (2008-10)

I was part of a digital in-house team for a software company with a strong online presence. My duties were primarily design and UI related.

PORTFOLIO

mckayadams.com

Portions of the portfolio require a password and will be provided upon request.

CONTACT

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EDUCATION AND TRAINING

Front Conference, 2016, 2019 Inspiration and training for UX designers and product managers

Product Hive (IxDA), 2012 A community of product managers, strategists and designers

MIX Conference, 2009 Microsoft conference for web developers and designers

Bachelor of Fine Art, 2008 Utah State University - Graphic Design

VOLUNTEER & TEACHING EXPERIENCE

SLC Design Week 2017 Design Diversity Workshop

AIGA 100 Show 2015 Entrant/participant

Hashimoto Communication Arts Seminar 2014 USU Design Guest Speaker

SLC Design Week 2013 Basic HTML Workshop

Eagle Gate Adjunct Professor 2011 Web and Graphic Design

REFERENCES

"It was a pleasure having Mac on the team. His strategic thinking, dedication to putting us on the right path before starting implementation and ability work with a wide array of different personality types helped immensely during our frenetic early growth phase.

"Additionally he helped improve our broader team by staying in tune with industry best practices and helping us adopt the ones that were a good fit for our culture and environment. I strongly recommend Mac as a team member!"

- Kirk Eisele, Senior Product Manager, Sling TV

"McKay has the unique ability to greatly simplify complex workflows across different platforms. He is passionate about user testing with prototypes and surveys. McKay is constantly looking for ways to improve his skills and is a life long learner. Mediocre is a term that doesn't exist in any of McKay's work. I highly recommend McKay!"

- Spencer Harman, Director of Product, Omadi

"Mac is an incredibly thoughtful and detailed UX designer. He approaches new problems and features the end user foremost in his mind. I think most of us would like to say that we also do that, but Mac puts in the time to understand the user. He's great at conducting face to face user testing, using quantitative data, and competitive analysis to validate design decisions. He also has a firm grasp of engineering and development for a wide range of platforms. These skills paired with his ability to communicate clearly with dev teams makes him a formidable talent in the UX field.

"He also happens to be a very talented visual designer and super enjoyable to work with. I hope I get the chance to work with him again in the future."

- Gaige Redd, Sr. UX Designer, Chatbooks

"Need to upgrade your product to be ahead of the curve? Call Mac. Need a top quality design? Call Mac. Building an A Team? Call Mac.

"I've worked closely with Mac on multiple major projects. He uses good methods to determine user's wants and expectations. He iterates his designs to the most simple and elegant solutions. No one stays focused as well as Mac. He put's an honest days work in consistently more than anyone I've ever met."

- James Davis, Product Manager, Sling TV

"I had the pleasure to work with Mac as Sr. UX designer at Sling where I valued his ability to rapidly prototype designs and information architecture to quickly gain consensus on design direction.

"Often in software, the consumer experience is an afterthought, with Mac at the helm conducted user tests, heuristic evaluations, and interviews to develop highly valuable and actionable user personas and scenarios.

"Mac has the rare ability to be able to not only empathize with users but understand business goals and objectives, re-positioning UX in the company as a business driver.

"Not only did he conducted research to document the complete customer journey and identify areas for improvement, but his user-focused designs fuelled by great ideas and simplification of complex use.

"In addition to the qualities mentioned above, Mac understands to a high degree each UX discipline allowing him to be an effective leader and manager - where deadlines were always met."

- Jorge Garcia, Sr. UX Designer