



Rory McGee

UX Leader & Maker | Startup Ninja



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[Portfolio Link](#)



[rorymcgee](#)



Profile

Seasoned **Design Leader** with **7 years** of **experience** in **strategic design leadership**, driving **innovation**, and **enhancing user experience** across **web** and **mobile** platforms. Proven track record in **leading teams** to **deliver high-quality, user-centric design solutions** that **drive business growth**.



Skills

- Strategic Design Leadership
- Human Centered Design (HCD)
- Agile & SCRUM Methodologies
- User Experience & Interface Design (UI/UX)
- Design System Expert
- UX Research & Analysis
- Web & Mobile App Design



Tools & Languages

- Figma, Sketch, Adobe Creative Suite
- InVision, Zeplin
- HTML5, CSS 3, JavaScript, React, Flutter
- JIRA, Confluence, Miro, Salesforce
- Midjourney, Dall-E



Work Experiences

Feb 2023 - Mar 2024



Pvotal Technologies

- Develop & drive strategy
- Align design & business goals
- Innovate with new tech
- Enhance user experiences
- Advocate WCAG 2.1
- Drive team & IC development



Director of Design (+ interim PM from Nov 23 - Mar 24)

Developing and **executing** the **design strategy**, **aligning** it with the **company's goals**, and **overseeing** the **product** from 🧠 to 🚀.

Iterated the **product design strategy**, **resulting** in a **35% increase** in **user engagement** and a **50% reduction** in **time-to-market** for **new features**. **Led** the **design** for the **launch** of **15 features** for **2 products** (BNPL web app  + Emirates sports app ), **resulting** in a **\$2.1 million increase** in **annual recurring revenue (ARR)**.

April 2021 - Feb 2023

3Rein, Inc.

- Prioritize & manage sprints
- Collaborate w/product teams
- Drive design lifecycle
- Advocate WCAG 2.1
- Drive team & IC development

Jan 2020 - Apr 2021

3Rein, Inc.

- Manage team performance
- Drive UXR framework
- Drive design sprints
- Design system owner
- Advocate WCAG 2.1
- Drive team & IC development

Mar 2019 - Mar 2020

TRUNO, Retail Technology

- Lead design sprint
- UI design
- Information architecture
- UX copywriter
- Collaborate w/product teams

Early Experience


Aug 2017 - Jan 2018

Upwork

Oct 2016 - Aug 2017

LTCR


Director of Design

Built and scaled the design team by 50%, ensuring **high-quality deliverables** across **UX, graphics, and branding**. **Implemented design methodologies reducing project delivery times by 20%**, also **boosting team collaboration**. Achieved a **25% increase in customer satisfaction** and a **30% rise in product usability scores** for an **animal training and welfare application** . **Advocated for WCAG 2.1 compliance, enhancing accessibility for users and reducing the company's legal liability risks.**

Design Manager

Managed a lean design team that delivered **webapps, native apps, branding, and social media marketing**. **Enhanced the product experience across mobile and web** for an **animal training and welfare application** , achieving a **45% improvement in user retention** and a **60% increase in positive user feedback**. **Drove the design integration of the Flutter framework, which decreased the development cycle by 25%.**

Sr. UI/UX Designer, Product Designer

Led a team of UI/UX Designers in delivering pos, margin management, productivity, digital commerce, & risk management products . **Led design initiatives that transformed client POS systems, improving transaction speeds by 25%, reducing user errors by 32%, and increasing overall system efficiency.** The **redesign contributed to a 36% growth in client adoption** and a **40% increase in end-user satisfaction.**

UI/UX Designer

UI/UX Designer



Training & Education

- Ex-Googler - Enterprise Operations Manager
- UT Austin UI/UX Design Certification (2015-2016)
- Texas State University - BA in Business Mgmt
- LinkedIn: Multiple Design Certifications



Languages & Extras

- English: Native | Spanish: Intermediate
- Human Computer Interaction (HCI)
- Natural Language Processing (NLP)
- Flutter, HTML, CSS, JS, React, Others



Personal Projects

1:1 UI/UX Mentorship

Share career advice, polish UI design skill sets, upgrade UXR techniques, develop portfolios & leadership skills w/select designers ranging from students to seasoned professionals. I've been fortunate enough to watch 6 mentees land design jobs.

UI/UX Design Social Media Group

Created a design-focused social media group with 10k members to foster a community for project feedback, career guidance, and design mentorship. This group also helps me stay updated on industry trends and techniques.

Interviews & Publications

<https://home.supermoney.com/does-amc-take-apple-pay>