

# MICHAEL DUNCAN MCARTHUR

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## **Objective**

I'm seeking a leadership position that provides the opportunity to work with a skilled and passionate team designing and developing products that disrupt both industry and behaviour through desktop, tablet, mobile, wearable, and No UI platforms.

## **Work Experience**

2016 - 2018

### **Director, Product Design @ Klick**

#### ***Product / UX / Interaction Design & Information Architecture***

I directed the Product Design, User Experience and Creative practices on "KINETiQ" (October 2016 - January 2018); an omni-channel life sciences brand management platform for marketing automation & rapid commercialization.

Upon joining Klick as Director, User Experience (Feb 2016 - October 2016) I had the absolute pleasure of defining, designing, and managing the experience implementation of the Circulation platform. Circulation has since become Uber's Preferred Healthcare Platform Partner serving Non-Emergency Medical Transportation (NEMT) needs across North America, and raised \$10.5mm in their Series A funding round in July 2017. Lyft support was later added in December 2017.

In addition, I contributed to a number of projects spanning clients such as: Abbott, Allergan, the American Medical Association, the Biotechnology Innovation Organization, Human Longevity Inc., Janssen, Stallergenes Greer, and Takeda.

2014 - 2015

### **Independent Consultant & Entrepreneur**

#### ***Product / UX / Interaction Design & Information Architecture***

Over these two years I helped companies design better services, products and experiences through innovation, iteration and optimization.

During this time I also conceived, bootstrapped and launched two personal projects, the latter of which, "TowIt", has received international attention and acclaim.

### **President & Co-Founder @ TowIt**

#### ***Entrepreneurship, Product / UX / Interaction Design, Business Model Generation***

TowIt is the global, cross-platform mobile application that allows civilians to report parking violations and dangerous driving in real time. We work with municipal governments, local law enforcement, and towing companies to remove the barriers required to make cities effectively fight and deter bad parking and dangerous driving habits.

My role in TowIt goes beyond management, marketing, innovative product design, development, social/growth hacking, and executing optimization strategies. I've also acted as the company liaison to municipal governments and law enforcement agencies, formally becoming a registered lobbyist in the City of Toronto on the subjects of By-law/Regulation, Parking & Technology. In addition to this I've given multiple lectures and interviews in settings ranging from college classrooms to national television studios.

2013 - 2014

### **Product Designer @ BNOTIONS**

#### ***Wireframing / Prototyping / IA / Flow Charting / Heuristics / Personas / Team Lead***

I was brought on at BNOTIONS (now Symbility INTERSECT) to work directly with the Founder/Managing Partner in order to create the necessary foundations of the Product Team.

I played a principal role in the creation, refinement, optimization and execution all of the templates, documentation, and processes required to both manage and scale the team, as well as to define and deliver multiple award winning products.

Clients included Air Miles, American Express, Bell, Chapters Indigo, C Spire Wireless, Gallop Labs, Paga Todo, Quest Diagnostics, Royal Bank of Canada, Telus/Black's, TD Bank, StubHub, and Wellspring.

2011 - 2013

**Interaction Designer @ Blast Radius**

*Wireframing / Prototyping / IA / Flow Charting / Heuristics / Personas*

During this time I focused exclusively on interaction design for mobile applications (iOS & Android), social media campaigns, event logistics, microsites, enterprise websites and applications.

Clients included BMW, Bombardier Recreational Products, Cox Communications, Disney, Hugo Boss, Jaansen, Land Rover, LCBO, Lululemon, Microsoft, Movies on Demand, Nike, Nivea, and Novartis.

2010 - 2011

**Art Director @ Mouth Media**

*Interactive & Print Design / IA / Development / Team Lead / Client Management*

This fast-paced boutique design studio gave me the opportunity to direct a small team of hybrid designer/illustrator/developers on upwards of fifty projects which I managed from conception, through IA, art direction, design and front-end development.

Clients included Mirvish, Luminato, and The Gardiner Museum.

2009 - 2010

**Partner & Creative Director @ Chiquea**

*Ideation / IA / Design / Development / Audio & Music / Client Management*

Chiquea worked with agencies who downsized and were forced to outsource work during a time of economic downturn. We hired talented local freelancers who had been laid off from their full time jobs due to the recession. During this period I was voted as one of Marketing Magazine Canada's top 25 creative professionals.

Clients included Partners+Edell, Twist Image, Indusblue, Juniper Park, and Youthography.

2007 - 2009

**Freelance Designer / IA / Developer / Musician**

*Design / IA / Development / Audio & Music*

During this period I spent nine months at Trapeze Media working as a hybrid designer/developer. After which, I spent six months working with Youthography, a (now defunct) youth marketing and research agency, where I took on the role of interactive developer. I then spent two months working in-house with Indusblue as an information architect, art director and developer.

Clients included Sobeys, Compliments, Jaguar, Pizza Hut, Mattel, Fido, Durex, Ubisoft (Tom Clancy), York Region Transit and Sun Chips.

2005 - 2007

**Senior Designer @ Mindblossom**

*Design / IA / Development / Audio & Music / Technical Support*

Mindblossom (acquired by Aegis Media) was my foray into the world of advertising. I was hired while I was a student at Ryerson University. My job was more of an IA/design/front-end/flash developer role.

Clients included The Home Depot, Sirius Radio, Samsung, Yahoo, Bell, Volvo, Mitsubishi, MSN, eBay and Kijiji.

1997 - 2005

**Designer, Developer & Entrepreneur**

*Design / Development / Business Model Generation / Project Management / Inventory*

I began creating digital transformation websites for small to medium sized businesses in my late teens.

I also started my first business venture over the summer of 1999- Boardwise was the first online skateboard shop that served the population of Dubai, United Arab Emirates. The scene has since grown to showcase events such as The X Games.

## **Education:**

- 2004 - 2005      **Image Arts, Specialization in New Media, Ryerson University**  
*Toronto, Canada.*  
[www.ryerson.ca](http://www.ryerson.ca)
- 2002 - 2004      **Computer Programmer Analyst, Humber College**  
*Toronto, Canada.*  
[www.humber.ca](http://www.humber.ca)
- 2001 - 2002      **Bachelor of Computer Science, University of Wollongong**  
*Dubai, United Arab Emirates.*  
[www.uow.edu.au](http://www.uow.edu.au)
- 1999 - 2001      **International General Certificate of Secondary Education (IGCSE),**  
**Emirates International School**  
*Dubai, United Arab Emirates.*  
[www.eischool.com](http://www.eischool.com)

## **About Me**

I'm a "Third Culture Kid" who repatriated to Toronto in 2002; prior to which I spent the majority of a decade living in Dubai, UAE. As a result, I'm an avid traveler and love discovering and connecting with new cultures and ways of life.

I'm also an active artist who produces various genres of music and sound design personally and professionally. I've also been associated with the Backroom Collective, a full-service Audio/Visual studio from 2012 until 2016.

If I had to leave you with one takeaway it would be that I have an innate understanding of the Internet of Things; its current limitations & future possibilities. I believe we have the power to leave the world in a better place than we found it.

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