

MICHAEL DUNCAN MCARTHUR

Objective:

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

Work Experience:

2014 - 2015:

Independent Consultant & Entrepreneur

Product / UX / Interaction Design & Information Architecture

Over the last two years I've spent the majority of my time consulting startups, agencies and brands to help drive product innovation, iteration, optimization and success.

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

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. I'm currently writing a book on my experiences.

2013 - 2014:

Product Designer @ BNOTIONS

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

I was brought on at BNOTIONS to work directly with the Founder/CEO in order to create the necessary foundations of the Product Team. I played a major role in the creation, refinement, optimization and execution all of the templates, documentation, and processes required to scale the team and create 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, Land Rover, LCBO, Lululemon, Microsoft, Movies on Demand, Nike, Nivea, and Novartis Pharmaceuticals.

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/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 @ Chiqpea

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

Chiqpea 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, Henderson Bas, 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.
- Clients included The Home Depot, Sirius Radio, Samsung, Yahoo, Bell, Volvo, Mitsubishi, MSN, and eBay.
- 1997 - 2005: **Freelance Designer / Developer**
Design / Development / Project Management
By the time I was a teenager, I was already displaying an active interest in designing and developing websites. I 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.

Education:

- 2004 - 2005: **Image Arts, Specialization in New Media, Ryerson University**
Toronto, Canada.
www.ryerson.ca
- 2002 - 2004: **Computer Programmer Analyst, Humber College**
Toronto, Canada.
www.humber.ca
- 2001 - 2002: **Bachelor of Computer Science, University of Wollongong**
Dubai, United Arab Emirates.
www.uow.edu.au
- 1999 - 2001: **International General Certificate of Secondary Education (IGCSE), Emirates International School**
Dubai, United Arab Emirates.
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. As a result, I'm an avid traveler and love discovering 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 been associated with the Backroom Collective (www.backroomcollective.com), a full-service Audio/Visual studio since 2012.

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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