

# MICHAEL DUNCAN MCARTHUR

---

<b>OBJECTIVE</b>	To disrupt both industry and behaviour, leading a skilled and passionate team who are committed to designing user-centred experiences with true purpose and utility.
<b>PRINCIPLES</b>	The user's needs are paramount. Never sacrifice the experience. For people over profit. Design is never done. Data-informed, not data-driven.
<b>KNOWLEDGE</b>	Design Thinking · Service, Experience, Product & Interaction Design · Creative & Art Direction · Agile Methodologies · Native & Hybrids Apps · Responsive Web · Mobile · Voice · NoUI · IoT · Data Science · AI · Front-End Development · Systems Architecture · Marketing · Social Media · Growth Hacking + more...

---

2018 - Present	<b>EXPERIENCE DESIGN LEAD</b> <b>TORONTO-DOMINION BANK</b> Lead at the Toronto-Dominion Bank for Business Banking and Wealth Management initiatives.
2017 - 2018	<b>DIRECTOR, PRODUCT DESIGN</b> <b>KLICK</b> Directed the Product, UX and Creative Design practices on Klick's upcoming flagship platform "KINETIQ"; an omni-channel life sciences brand management platform for marketing automation & rapid commercialization.
2016	<b>DIRECTOR, USER EXPERIENCE</b> <b>KLICK</b> Defined, designed, and managed the front-end MVP implementation of the Circulation platform. Circulation provides contemporary Non-Emergency Medical Transportation (NEMT) across North America through partnering with ride sharing services such as Lyft and Uber. The company received \$10.5mm in Series A funding in July 2017 and was acquired by LogistiCare in September 2018 for \$57.5mm.
2014 - 2015	<b>PRESIDENT &amp; CO-FOUNDER</b> <b>TOWIT</b> Operations, product management, user research, interaction design, product design, service design, front-end development, marketing, community management, social content, strategy, growth hacking, investment relations, and finance management. 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.
2013 - 2014	<b>PRODUCT DESIGNER</b> <b>BNOTIONS</b> Worked with the Founder/Managing Partner creating the necessary foundations of the Product Team. Played a principal role in the creation, refinement, optimization and execution all processes, templates and KPIs required to both manage and scale the team and guide them to deliver multiple award winning products.
2011 - 2013	<b>INTERACTION DESIGNER</b> <b>BLAST RADIUS</b> Acted as the conduit between client stakeholders and internal delivery teams to define and design unique experiences. Focused mainly on mobile applications (both native and hybrid), enterprise websites and web applications, microsites, social media campaigns, and event logistics.

2010 - 2011 **ART DIRECTOR**  
MOUTH MEDIA

2009 - 2010 **PARTNER & CREATIVE DIRECTOR**  
CHIQPEA

2008 - 2009 **INTERACTIVE DEVELOPER**  
YOUTHOGRAHY (CONTRACT)

2007 **INTERACTIVE DESIGNER**  
TRAPEZE (CONTRACT)

2005 - 2007 **SENIOR DESIGNER**  
MINDBLOSSOM

1997 - Present **ENTREPRENEUR & FREELANCE CONSULTANT**  
MISCELLANEOUS BUSINESSES & CLIENTS

---

## CLIENTS

Abbott, Air Miles, Allergan, American Express, American Medical Association, Biotechnology Innovation Organization, BMW, Bell, Blast Radius, Bombardier Recreational Products, C Spire Wireless, Chapters Indigo, Circulation, City of Toronto, Conyers Dill & Pearman, Cox Communications, Cummins&Partners, Dashboard, Disney, Dr. Oetker, Durex, EA Chemicals & Mining, eBay, Fido, Gallop Labs (now Big Viking Games), Henderson Bas (now Kenna), Hugo Boss, Human Longevity Inc., Indusblue, Jaguar, Janssen, Juniper Park, Kijiji, LCBO, Land Rover, Lululemon, LuminaTO, MSN, Match Drive (now Match MG), Mattel, McArthur+Company, Microsoft, Mindblossom (now Carat), Ministry of Transportation of Ontario, Mirvish, Mitsubishi, Movies on Demand (now Spectrum), NJWL Inc., Nike, Nivea, Norm Li, Novartis, Paga Todo, Partners+Edell (now Rain43), Pizza Hut, Publicis Groupe, Quest Diagnostics, Royal Bank of Canada, Relish Interactive, Samsung, Sirius Radio (now SiriusXM), Sobeys, Stallergenes Greer, StubHub, Sun Chips, Synervoz, TD Bank, Takeda, Telus/Black's (now Telus), The Dilawri Foundation, The Gardiner Museum, The Home Depot, The YMC, Trapeze Media (now Union Creative), Twist Image (now Mirum), TwoPointO (now Vemba), Ubisoft, Volvo, Wellspring, Wunderman, Yahoo, York Region Transit + more...

---

## EDUCATION

2004 - 2005 **BACHELOR OF FINE ART, IMAGE ARTS - NEW MEDIA**  
RYERSON UNIVERSITY - TORONTO, CANADA

2002 - 2004 **COMPUTER PROGRAMMING ANALYST**  
HUMBER COLLEGE - TORONTO, CANADA

2001 - 2002 **BACHELOR OF COMPUTER SCIENCE**  
UNIVERSITY OF WOLLONGONG - DUBAI, UNITED ARAB EMIRATES

1999 - 2001 **INTERNATIONAL GENERAL CERTIFICATE OF SECONDARY EDUCATION**  
EMIRATES INTERNATIONAL SCHOOL - DUBAI, UNITED ARAB EMIRATES

---

## CONTACT

**EMAIL** [mike@gorfed.net](mailto:mike@gorfed.net)  
**PHONE** +1 416.858.1730  
**WEBSITE** <http://www.gorfed.net>  
**LINKEDIN** <https://ca.linkedin.com/in/gorfed>