

MICHAEL DUNCAN MCARTHUR

OBJECTIVE To lead a skilled and passionate team committed to delivering next generation, user-centred experiences with true purpose and utility.

EXPERIENCE Ten years of management and leadership. Full-stack design. Portfolio spanning over eighty clients across dozens of industries. Three times entrepreneur.

WORK HISTORY

- 2018 - Present **EXPERIENCE DESIGN LEAD**
TORONTO-DOMINION BANK
Lead at the Toronto-Dominion Bank for Business Banking and Wealth Management initiatives.
- 2017 - 2018 **DIRECTOR, PRODUCT DESIGN**
KLICK
Directed the UX and UI teams on Klick's flagship platform "KINETiQ"; an omni-channel life sciences brand management platform for marketing automation & rapid commercialization.
- 2016 **DIRECTOR, USER EXPERIENCE**
KLICK
Directed the UX and UI teams on the Circulation platform, partnering with Uber (and later Lyft) to enable on-demand Non-Emergency Medical Transportation services across North America. Circulation was acquired by LogistiCare in 2018.
- 2014 - 2015 **PRESIDENT & CO-FOUNDER**
TOWIT
Created solutions that helped cities fight traffic congestion and deter bad driving habits. Duties included user research, strategy, operations, product management, interaction design, product design, service design, front-end development, marketing, community management, social content creation, growth hacking, investor relations, and finance management. Acted as a liaison to law enforcement agencies and governments.
- 2013 - 2014 **PRODUCT DESIGNER**
BNOTIONS
Worked with the Managing Partner to create the Product Design team. Played a principal role in the creation, refinement, optimization and execution of processes, templates and KPIs required to both manage and scale the team and guide them to deliver multiple award winning products. BNOTIONS now operates as Intersect.
- 2011 - 2013 **INTERACTION DESIGNER**
BLAST RADIUS
Acted as the conduit between client stakeholders and internal creative and technology delivery teams to define, design and implement unique digital experiences. Our focus was mainly on mobile applications (both native and hybrid), enterprise websites, web applications, microsites, social media campaigns, and digitally-enabled events.
- 2010 - 2011 **ART DIRECTOR**
MOUTH MEDIA
Directed a team of hybrid designer/developers on dozens of small to medium sized business websites from conception, through information architecture, art direction, design and front-end development.

2009 - 2010

PARTNER & CREATIVE DIRECTOR

CHIQPEA

Partnered with agencies who downsized and outsourced 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.

2007 - 2009

INTERACTIVE DESIGNER & DEVELOPER

FREELANCE

During this period I worked with Trapeze Media (9 months), Youthography (6 months), Henderson Bas (1 month), and Indusblue (2 months). I performed a variety of roles that ranged from information architect, art director, designer, front-end and flash developer.

2005 - 2007

SENIOR DESIGNER

MINDBLOSSOM

This position was my foray into the world of advertising. I was hired while I was a student at Ryerson University. My role included design, front-end (HTML/CSS) and Flash development creating websites, microsite and campaign banners.

EDUCATION

2004 - 2005

BACHELOR OF FINE ARTS, 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

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