

CV: Duich McKay

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PROFILE

Duich is an award-winning design professional with over 25 years' experience in communications design.

KEY COMPETENCIES

- Helping clients reach business goals with strategic thinking and user-focused design.
- Forming and leading design teams.
- Guiding clients through innovation in design and technology.

"Duich undertook a series of structured interviews and user journeys to define the site architecture and primary navigation routes. This fundamental work was instrumental not only in the development of the long term site structure but also how it would work on mobile and tablets"

Scott Parsons, Marketing Manager, the Glasgow School of Art

"Duich is a highly intelligent digital planner and creative producer, smart, likeable and trustworthy" Kenny Shaw MD, Screenmedia

AWARDS

2006: **BAFTA Scotland**: Best Interactive Media for My Sust House

1999: **New Media Age Awards**: Best Travel website for Expedia UK

SELECTED EXPERIENCE

UX designer at ISO and Screenmedia agencies

- Created sustainable information architecture for new website of leading British art school through thorough stakeholder engagement
- Competitive analysis, information architecture, task analysis and responsive wireframes for steel products company and digital printing service
- Built agency profile with clients by research and presentation on how to prepare for delivering training and education on mobile devices.

UX Design Associate at Parallel 56

Introduced user-experience design process to one of Glasgow largest digital agencies through training and leading projects for the Inland Revenue, DTI, National Trust for Scotland and The Registers of Scotland.

UX Design Team Lead at Common Purpose

UX design team leader on "active citizenship" portal and online tools for national UK educational charity. Introduced information architecture and usability practice.

UX Designer at Microsoft Expedia

Led design of user experience of UK's first full service travel agent – Expedia – in award winning first year.

UI Designer Rosetta software, Amsterdam

Designed user interface of online classifieds systems for clients in four countries.

Scottish Government

Design and testing of new home quick-start guide design standards which were incorporated into the 2011 Scottish Government Building Standards regulations.

Avant Go

Led design team bringing content from UK national IT magazines to mobile devices.

My Sust Town

Brought green architecture expertise and game design together to produce BAFTA award winning online game for schools.

Beauty Express

Raised online profile of international beauty products retailer by designing attractive interface and creating sustainable information architecture.

Reigart

Led brand design which raised profile of one of Scotland's largest demolition and recycling companies through liveries, signage, brochures and website.

Tenement Maintenance

Produced three local authority campaigns which persuade owners to plan for active maintenance in traditional tenements reaching over 200,000 households.

Practice Manager at John Gilbert Architects

Assisted transition of business from sole trader to limited company. Marketing and positioning of leading Scottish green design architectural practice.

CAREER SYNOPSIS

Current	Freelance designer & consultant
2005 – 2010	Marketing Manager, Practice Manager and Associate, John Gilbert Architects, Glasgow
2001 – 2005	Freelance designer & consultant
1999 – 2001	Design Team Leader: Common Purpose, London
1997– 1998	Web designer, Microsoft, London
1997 – 1998	Web designer, Rosetta Stone, Amsterdam
1996 – 1997	Web designer, AdOne, New York City
1995 – 1996	Magazine Designer, Hearst Publishing, New York City
1990 – 1995	Design consultant, Glasgow
1988 – 2000	Designer and Trainer, E-Force media training, Glasgow
1988	Brochure and Banding Designer, Benson Design, Glasgow
1986–1987	Advertising Designer, Rex Stewart Advertising, Edinburgh

EDUCATION

HNC Graphics & Print Production, College of Arts & Technology, Newcastle-upon-Tyne 1985

TECHNICAL SKILLS

User Experience design: Site audits, user flows, persona and scenario development, content strategy. Information architecture, wireframes, sitemaps, mockups. Usability testing. Research and specifications. Documentation.

Microsoft Visio, OmniGraffle, Axure, Google Analytics, HTML, CSS for prototyping.

Graphic design: 25 years print and publication design experience. 17 years screen design experience. Brand design and implementation through print, online, liveries and signage. Strong information and typographical design skills.

Highly experienced user of Adobe Creative Suite including Illustrator, Photoshop and InDesign. HTML and CSS.

Business management and training: Extensive experience forming and leading design teams in Europe and US. Practice manager at architecture and design studio. Built management systems in design studios including business reporting to board, personnel reviews, quality systems. Quality manager in ISO 9001 quality system for an architect. Developed project management databases.

Designing and implementing corporate communication standards manuals. Trainer in software and publishing. Extensive technical support experience on Apple Macintosh platform.

Microsoft Office. Pages, Keynote. FileMaker. OS X and OS X Server support.