

Dale McRae

Product Design
UX Research
Design leadership

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profile

My focus is to lead and collaborate with cross-functional teams in order to redefine complex systems with a well-defined, problem first approach.

education

British Columbia Institute of Technology (BCIT)
Senior Management Certificate,
New Media • Distinction
2009-2010

Northern Alberta Institute of Technology (NAIT)
Certificate, Graphic
Communications • Honors
2003-2004

experience

Shopify

User Experience Research

March, 2019 - Present

Shopify is a multinational e-commerce company that offers end-to-end business solutions from POS systems to back-end administrative systems that provide entrepreneurs with solutions to facilitate business growth.

Responsibilities

- Led and conducted field research in order to observe and understand merchant operational processes
- Analyze data to look for commonalities across multiple businesses in order to look for opportunities for digital automation

Outcomes

- Using insights, developed framework for a strategic vision and UX roadmap to define 2020 investment planning

Canada Post

Manager, User Experience Research

December, 2017 - February, 2019

Canada Post is a crown corporation serving as the primary postal operator on a national level, providing the majority of shipping and mailing services to Canadians.

Responsibilities

- Grow the UX research practice by communicating the business value of UX research to the wider organization
- Improving current processes through the introduction of new research methods

Outcomes

- Current System Usability Score (SUS) for consumer facing site: 86 (18 point increase over industry standard)
- 50% increase in generative research studies throughout 2018

Populis

Founder & Principal Researcher / Designer

April, 2017 - Present

Populis offers organizations customer insights and strategic direction through design research frameworks such as design sprints and human-centered design workshops.

Responsibilities

- Develop and maintain new client relationships
- Scope and deliver research initiatives including facilitation and findings and recommendations reports

Outcomes

- 2% increase in revenue from Q4 2017 to Q4 2018
- 50% drop in patient calls regarding post-op instructions for a private healthcare clinic

Jackman Reinvents

Senior User Experience Design

November, 2016 - April, 2017

Jackman Reinvents is hybrid management consultancy, design and branding agency with a focus on digital activation.

Responsibilities

- Collaborated with strategists, designers and consultants to launch digital activations
- Moderated design research sessions with clients and in-house creative teams
- Initiated and led field research and usability study initiatives

Outcomes

- Provided the client with visibility into their customer's processes and working environment through field research
- Tested and revised digital product ordering tool through additional field research while gaining environmental context
- Provided a working framework for a customer experience (CX) focused governance model for client's national sales team

NYC Department of Information Technology & Telecommunications

October, 2015 - November, 2016

Assistant Director, User Experience Design

DoITT provides the delivery of IT services and infrastructure to enhance services for businesses and residents of New York which include public safety, human services and economic development.

Responsibilities

- Facilitation of design research sessions for technology and infrastructure initiatives
- Communicate the value and methods of design research to NYC government agencies
- Team lead during field study initiatives

Outcomes

- Provided foundational research and design for the Queensbridge Connected initiative (funded by NYCHA)
- Successfully assessed and improved DoITT's service delivery methods using service blueprints and actionable insights

Varagesale

January 2015 - September 2015

Product Design

Varagesale is a community based platform that creates an online market place for users to buy and sell locally to other verified users in their area.

Responsibilities

- Provided experience maps and user flows to product teams to ensure clarity on high value aspects of the platform (monetization, on-boarding)
- Developed and launched the first in-house usability testing program

Outcomes

- Communicated subjective data to senior management in order to track evolution in user behavior
- Provided qualitative data to product managers to inform requirements and design

Usability Matters Inc.

February 2014 - December 2014

User Experience Strategy, Research & Design

Usability Matters is strategy and UX consultancy that provides customer experience and digital solutions to clients.

Responsibilities

- Worked with clients to scope design and research initiatives
- Led and moderated usability studies
- Created qualitative data reports

Outcomes

- Client and UX team alignment on project goals and intended outcomes, leading to better client / consultant relationships and overall scope and time-line accuracy
- Qualitative data led to public facing product improvements which enhanced overall usability