Stephen McGhee

Multidisciplinary Designer • 1 (519) 760-4626 • srtmcg@gmail.com • www.stephenmcghee.ca • Paris, Ontario

Summary

Multidisciplinary Designer with 10+ years of experience helping companies craft strategic digital experiences through user-centered design and scalable design systems. Skilled in bridging design and development, leading cross-functional teams, and mentoring designers.

Work Experience

IPAC Consulting

Product Designer Sep 2024 - Present • Woodstock, ON

- Drove end-to-end product design for a B2B healthcare SaaS platform, collaborating with stakeholders and engineers to shape requirements and deliver prototypes for demos and implementation.
- Designed an AI-powered messaging platform and suite of AI assistants that provide accurate IPAC compliance guidance, becoming the platform's highest-rated feature.
- Built the IPAC Design System (documentation site & Figma library), reducing design time by ~50% and ensuring consistency across product, development, and marketing.
- Delivered a comprehensive redesign of the corporate website, improving usability and driving six-figure annual product sales.

System1

Product Design Manager Apr 2022 - Sep 2023 • Guelph, ON

- Led a Product Design team using Agile methodologies, managing project lifecycles from conception to delivery across high-traffic WordPress sites reaching millions of monthly visitors.
- Developed and scaled design systems across 10+ brands, achieving broad adoption and reducing development time by 30% through improved consistency and design-to-engineering handoffs

Product Design Lead May 2020 - Apr 2022 • Guelph, ON

- Spearheaded redesigns for WalletGenius and CarsGenius, driving a 20% increase in user traffic through data-informed UX improvements and conversion rate optimization (8% CTR lift).
- Mentored designers and presented on UX best practices, design systems, and CSS best practices.

Product Designer Jan 2018 - May 2020 • Guelph, ON

- Designed an internal digital advertising platform focused on UI/UX and component styling, significantly improving staff productivity and workflow efficiency.
- Led end-to-end design for 8+ websites including user research, wireframing, prototyping, and iterative optimization.

RKD

Web Designer Jun 2012 - Jan 2018 • Guelph, ON

- Designed and delivered 10+ responsive, user-friendly websites for clients, providing ongoing maintenance and design updates based on evolving business needs.

Education

Web Design

Sheridan College — Oakville, ON

Post-Grad Certificate with honours.

Graphic Design

Georgian College — Barrie, ON

Advanced Diploma with honours.

Skills

Design Skills

UI/UX Design • Design Systems & Style Guides • User Research • Prototyping • Usability Testing • A/B Testing • Wireframing • Visual Design • Sitemaps & User Flows • Persona Development • Accessibility • Branding & Identity • Conversion Rate Optimization • AI Experience

Design Tools

Figma • Adobe XD • Photoshop • Illustrator • InDesign • Balsamiq • usertesting.com • Hotjar

Development Skills

HTML • CSS • Sass • JavaScript • WordPress • Git • Core Web Vitals • SEO Principles • Cross-Browser Testing