

# Thomas McAuley: Lead Product Designer

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**Clearance:** Secret | **Portfolio:** <https://thomasmcauley.com>

## PROFESSIONAL SUMMARY

Accomplished Product Designer with 10+ years of experience delivering accessible, human-centered solutions across healthcare, government, military/secure, workforce, SaaS, video gaming, and commercial sectors. Expert in scalable design systems, rigorous user research, and cross-functional collaboration—including with acquisition teams. Proven record in shaping competitive RFPs (42.6% win rate) and transforming complex requirements into intuitive digital experiences that adhere to strict accessibility standards.

## KEY PROJECTS

### Mixabl: Virtual Event Web/Mobile SaaS App

Lead Product Designer | Remote | Jun 2020 - Dec 2020

I led product design for Mixabl, an all-in-one virtual event platform that recreated the immersive experience of live trade shows and conferences during the COVID-19 era. I developed intuitive user flows, interactive scheduling, and engaging exhibitor booth experiences that garnered strong positive feedback from organizers and significantly boosted online engagement.

<https://thomasmcauley.com/case-study-ux-ui-mixabl-app/>

### The Harris Center: Enterprise-Level Healthcare Ecosystem

Lead Product Designer | Houston, TX, USA | Apr 2021 - Oct 2021

I led the design of a comprehensive digital ecosystem— website redesign, mobile app, interactive web tools, social media, and more—for the Harris Center for Mental Health and IDD, Houston, Texas's largest behavioral health provider. My human-centered approach significantly boosted engagement among employees, customers, media, and government stakeholders, with early pilot testing showing an approximate 8% increase in overall interaction.

<https://thomasmcauley.com/case-study-harris-center-website-app-product-design/>

### Kūbs: Integrated Account & Dashboard Ecosystem

Lead Product Designer | Remote | Apr 2024 - Dec 2024

At Kūbs, I led the product design for an integrated hub that streamlined account creation, project management, and asset tracking for game designers. By implementing a scalable design system and responsive landing pages, our solution boosted workflow efficiency and attracted significant investor interest.

<https://thomasmcauley.com/case-study-kubs-game-development-operations-platform/>

## EXPERIENCE

### Lead Product Designer, Kūbs / Equinox Games

MONTREAL, QUEBEC, CANADA (REMOTE) | OCT 2023 - JAN 2025

- **Concurrent Multitasking & Divergent Project Leadership:** Demonstrated the ability to manage multiple simultaneous projects and divergent tasks across Kūbs' & Equinox Games' distinct product lines, ensuring each initiative received focused, tailored leadership while maintaining overall strategic cohesion.
- **Strategic Product Leadership:** Led product strategy and design of Kūbs (aka Stax), a SaaS platform centralizing accounts, analytics, and AI-assisted product management for game designers. Developed a scalable design system and responsive landing page to boost workflow efficiency and user engagement.
- **Agile Collaboration:** Employed iterative design cycles within agile frameworks, working closely with product developers and managers. Refined wireframes and high-fidelity prototypes through continuous user testing and A/B experiments.
- **Documentation & Handoff:** Produced comprehensive design documentation—including style guides and interaction blueprints—to ensure smooth handoffs to engineering teams and adherence to best practices.
- **Accessibility Focus:** Integrated accessibility principles throughout the design process, ensuring interfaces met or exceeded Section 508 and WCAG standards.
- **Diverse Game Interface Innovation:** Crafted engaging product interfaces whose visual identities resonated with diverse target audiences for casual, casino, and FPS video game titles (DropX, DinoDex, BedWars).

- **Immersive Visual Identity Creation:** Developed cohesive themes, backstories, branding, design systems, and graphical assets for casino games (e.g., Cluckin' Cross, Tumbleweed, Putting Green, Bases Loaded, Mutant Money) that balanced playful aesthetics with functional clarity.
- **Responsive & Platform-Adaptive Design:** Engineered responsive game interfaces that maintained visual consistency and intuitive interaction across desktop, mobile, and kiosk platforms.
- **Interactive Gameplay Feedback:** Integrated dynamic animations and interactive elements to provide real-time visual feedback, enhancing critical in-game communication and player experience.
- **User Research-Driven Iteration:** Leveraged user research and iterative testing (using Maze & Dovetail) to validate design decisions, resulting in improved retention and gameplay mechanics.
- **Cross-Functional Collaboration:** Collaborated closely with game developers and production teams to align creative design with technical requirements, ensuring robust functionality and compelling visuals.

### Lead Product Designer, Webhead

San Antonio, Texas | Apr 2021 — Oct 2023

- **Enterprise-Level Solutions:** Delivered complex secure and non-secure product designs for government agencies (NGA, NOAA), military branches (U.S. Air Force), and healthcare institutions (The Harris Center), focusing on responsive, mobile-first designs that improved user navigation and data visualization.
- **Accessibility & Compliance:** Spearheaded digital transformation initiatives with a strong emphasis on accessibility—designing interfaces fully compliant with Section 508 and WCAG standards.
- **User Research & Iteration:** Employed tools like Maze and Dovetail to conduct extensive usability studies, persona development, and user journey mapping, which informed iterative design improvements.
- **Agile Methodologies:** Utilized agile project management techniques to sustain rapid iteration cycles, manage multiple projects concurrently, and deliver high-quality design solutions on schedule.
- **Evaluation & Reporting:** Led a comprehensive survey of U.S. Air Force communications HUD interface functionality and produced a detailed report with improvement recommendations based on pilot and technical interviews.
- **RFP & Proposal Leadership:** Acted as the sole graphic designer, branding expert, co-copywriter, and co-strategist on over 54 competitive RFPs across multiple sectors—Federal (NGA, NOAA, HUD), Military (U.S. Army, U.S. Air Force), Government (Harris & Bexar Counties, TX), Workforce (WSA & others), and Nonprofit (The Harris Center for Mental Health and IDD, UT Health)—achieving a 42.6% win rate. Additionally, collaborated with acquisition/procurement teams to articulate design value and ensure proposals met client requirements.

### Lead Product Designer, HiveHub

Montreal, Quebec, Canada | Jul 2020 — Mar 2021

- **Design Systems Development:** Led the creation of unified, scalable design systems for multiple mobile and web SaaS products & platforms (Mixabl, Waltr, ICTV), enhancing usability and visual consistency across products.
- **Rigorous Testing:** Conducted A/B testing and user research to validate design decisions, resulting in significant improvements in user engagement and satisfaction.
- **Cross-Functional Coordination:** Worked closely with development, technical, and business teams to integrate stakeholder feedback into design iterations, ensuring final deliverables met technical requirements and user needs.
- **Documentation:** Developed detailed visual prototypes, wireframes, and descriptive documents that clearly communicated design intent, supporting smooth transitions from design to development.

### Product Designer, Independent Contractor

San Antonio, Texas | Mar 2012 — Jul 2020

- **Full-Cycle Design Services:** Provided comprehensive branding, digital strategy, and product design services for nearly 60 healthcare organizations (Aegis Sciences Corp., American Physician Partners, Flywire, UT Health StrongStar, Updox), including apps, digital & print collateral, logo design, vehicle & merch graphics, social media, environmental design, and trade show support.
- **Human-Centered Design:** Created HCD roadmaps that increased user adoption and satisfaction.
- **Interactive Prototyping & Research:** Designed interactive prototypes and conducted rigorous usability studies to derive actionable insights, translating complex user needs into accessible, intuitive interfaces.
- **Multi-Project Management:** Managed concurrent design projects under tight deadlines, consistently delivering high-quality solutions that aligned with client business objectives.
- **Commitment to Accessibility:** Maintained a strong focus on accessibility in every project, ensuring all designs adhered to Section 508 and WCAG best practices and guidelines.

### TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe Creative Suite (Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Xd), Sketch, InVision
- **User Research Tools:** Maze, Dovetail, UserResearch.com, UsabilityHub, Hotjar, SurveyMonkey, Google Analytics
- **Web Technologies:** HTML, CSS, Responsive Design, Webflow
- **Additional:** Airtable, Asana, Zapier, Monday, Jira, Ongoing self-study in JavaScript and SQL
- **Accessibility:** Extensive experience designing for & ensuring compliance with Section 508 and WCAG standards

#### **CORE COMPETENCIES**

Digital Product Strategy, Product Design & Optimization, Accessibility & Compliance, Government & Healthcare Digital Platforms, User Research & Persona Development, Scalable Design Systems & Prototyping, Cross-Functional Leadership & Collaboration, Human-Centered Design Methodologies (HCD), Copywriting, Professional Graphic Digital & Print Design & Production, Corporate Branding, Hybrid Traditional/AI Workflows, Game Product Design, Art Direction, Web Design, Creative Production, Content Creation, Typography, User Interaction, User-Centered Design, Visual Design, Component Libraries, Product Ecosystem, User Interface, Mockups, Intellectual Property (IP), Digital Products, Adobe Suite, Content Management

#### **SOFT SKILLS**

Complex Problem Solving, Strategic Thinking, Effective Communication, User Advocacy, Agile & Adaptable Execution, Collaborative Problem-Solving, Attention to Detail, Decision-Making, Communication Skills, Problem-Solving, Team Cohesion, Presentation Skills, Interpersonal Skills

#### **LANGUAGES**

- English: Native
- German: Intermediate - Level A2-B1

#### **EDUCATION**

##### **O'More College of Design**

Franklin, TN | 1992 - 1996 | Graphic Design & Advertising

#### **CERTIFICATIONS**

Google UX Design Professional