



VIEW MY PORTFOLIO

### ABOUT ME

A motivated and passionate designer with 7 years of working experience, gaining valuable transferable skills in building relationships, time management and problem solving.

I have a strong track record of quickly learning and adapting in new and complex situations.

I'm eager to leverage my diverse range of experiences and talents in a new and engaging professional setting.

### RELEVANT SKILLS

- Well versed in research, wireframing, prototyping and testing digital products.
- Working effectively in collaboration with cross functional colleagues on internal and external teams.
- 8 years building an exceptional foundation of knowledge and relationships in the design industry.

### TOOLS

- Figma
- Adobe Creative Suite
- Miro
- Notion
- Slack

### EDUCATION

#### BA/BSc (Honours) Design and Innovation

(Interfaces and Interactions Pathway)  
2013-Present

Continuous learning is important in everything I do. I have been a constant student of design for nearly 10 years, and all of my studies have been self driven. This longer period of study has really kept me up to date and interested in developing design tools, methods and trends.

### INTERESTS

I love being outdoors and recently completed a 56 mile, 3 day hike with my family along the north Norfolk coast, and raised over 10k for charity.

# JONATHAN MCGINN

Product Designer

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## WORK EXPERIENCE

**Feed it Back & Yoodee**  
UX/UI Product Designer  
2022-Present

Feed it back had previously worked with external design agencies and wanted to take things in house.

I was bought in to take ownership of their design process across 2 products in very different stages of maturity. One established and one pre launch startup.

I worked alongside existing stakeholders, using business objectives, user research and data to lead and advise the team in agreeing best design processes.

Adopting a user lead approach, I built design systems from the ground up whilst ensuring design was aligned with with the business, marketing and development teams.

Using these systems to create appropriate components, styles, and design patterns we were able to rapidly design visualisations and assets for digital products and marketing materials.

What I learnt: How building solid design systems can help to align multidisciplinary teams, to effectively communicate and collaborate to solve problems.

**ARKEN POP**  
Designer  
2019-2022

Working with brands such as Superdrug, Boots, Intel and McAfee, I create graphic assets, digital products, and user interfaces for visualisations and production.

I have brought a more user focused approach to Arken and played a key part in researching and implementing a considered user journey in Superdrug stores. We developed a concept where brands grouped skincare products to suggest a multi-step routine using multiple products. The project was a huge success and brands that adopted the new concept saw a sales uptake of above 10% within the first month.

What I learnt: How to manage multiple stakeholders in a time-sensitive, deadline focused company.

**MCMT DESIGN**  
Freelance Designer  
2017-2019

I worked alongside small business owners to help their businesses really stand out from the crowd. Projects included branding, logos, stationery, publications, content for social channels and website designs.

What I learnt: How to work with people who had little experience of creating brand identities and help them to understand its importance.

**CHIHUAHUAS**  
Director  
2014-2018§

I started Chihuahuas in Norwich alongside my design degree in 2014, selling and delivering food from my home kitchen before expanding into a kitchen residency at a pub, where we also worked with Deliveroo. We built a solid reputation across the city for our high quality Mexican food, warm brand, and top-notch service. After a few years, I secured investment and bought a 1981 French fire truck which I converted into a food truck myself (a real labour of love!). Our iconic food truck played a key part in the east of England street food scene and we also catered at weddings, festivals and markets - fast-paced live events was where my quick problem-solving skills really came into play! Alongside the truck I also opened a kitchen at trendy concept store Eat17 and hired a team to run the day to day operations.

What I learnt: How to lead a team effectively, solve problems quickly, think critically and make strategic decisions in fast-paced & high pressure situations.

**MRL SYSTEMS**  
Junior Designer  
2010-2012

MRL Systems is a designer and manufacturer of equipment for the entertainment industry. I worked under the guidance of an experienced designer who supported me in developing my own design processes. I worked on stage designs for shows like The X Factor and venues like the Southbank Centre and Royal Festival Hall.

What I learnt: How to research and understand real problems, and to present and justify my design decisions. The encouragement I received in this role was instrumental in me pursuing a career in design.

What I learnt: How to lead a team effectively, solve problems quickly, think critically and make strategic decisions in fast-paced & high pressure situations.