

# CHRIS GURNEY



## SR. PRODUCT MANAGER

### PLUS EXPERIENCE IN:

Technical Sales

UX + UI Design

UX Research

Marketing

Technical Consulting

## HELLO!

I'm Chris, a digital product creator with experience in design and product management. I can help you conceptualize, prototype, code, and ship great products.

## EXPERIENCE

### Product Owner + Developer PROFESSIONAL DEVELOPMENT BREAK NOV 2023 - PRESENT

- Working on personal projects (TypeScript, Python), including Note Toolbar, an open-source plugin for Obsidian with 22K+ downloads <https://github.com/chrisgurney/obsidian-note-toolbar>

### Principal Platform Designer NAUTICAL COMMERCE DEC 2022 - NOV 2023

- Designed and led implementation of various features across the platform.
- Used journey maps, JTBD, user flows, and designs appropriate to the level of fidelity needed to deliver on time.
- Supplemented PM by writing briefs, acceptance criteria, and requirements.
- Started design system in Ladle, standardizing Material UI components.
- Fixed UI (React, TypeScript) or refactored to use modern components.
- Designed a marketplace storefront for a distributor transitioning to a consignment business model via the platform.
- Conducted B2B and B2B2C UXR with various personas via market research, interviews, contextual inquiry, usability testing, screen recordings (FullStory).

### Product Lead + Sr. UX Designer FUNDTHROUGH JUN 2019 - NOV 2022

- Led design efforts across the company, and stepped in time to time as product manager, and led the product team for a period.
- Modernized app design, converging several platforms into one. Started effort to create an embeddable B2B funding UX.
- Implemented groundwork in Storybook for FundThrough's design system.
- Led developer documentation effort and portal implementation.
- Re-branded FundThrough, and established brand guidelines.
- Designed and implemented web site (WordPress, PHP, SCSS), branded decks and sales-enablement tools, and contributed lots of copy.
- Ran design workshops, user testing, competitive analysis, involving stakeholders across the company dependent on projects.

### Principal Product Designer GLOBALIVE TECHNOLOGY JUL 2018 - APR 2019

- Led the design of Neighbor Billing platform from concept to market.
- Designed UX and UI of Neighbor's web UI, bills, and branding.
- Conducted user testing of concepts, paper bills.
- Developed new branding for Neighbor, including implementing web site (HTML, CSS, Bootstrap, Gulp), branded sales deck and business cards.
- Designed + Implemented email + bill templates (Gulp, Handlebars).
- Worked closely with PM to deliver designs and roadmap, based on a component-driven, Google Material-based system.
- Interviewed front-end engineers and developed rubric for future hires.

## Product Manager DEVBBQ (ACQUIRED BY SPIRIA) AUG 2015 - AUG 2017

- Agile Product Owner for the conception, estimation, development, and launch of several products (Rails, Swift, Firebase, React, React Native).
- Established Discovery sessions, including personas, user journeys, JTBD, road-mapping, and wire-framing exercises.
- Designed wireframes, screen flows, mockups, clickable prototypes.
- Built tools to support PM tasks, and to generate client deliverables.

## Product Manager ACHIEVERS (ACQUIRED BY BLACKHAWK) OCT 2012 - JUL 2015

- Built strategy and delivered roadmap for feature areas, including: the Achievers API, accessibility (WCAG compliance), login UX, rewards catalogue checkout and order flow, AirMiles support, email.
- Built prototypes to demo use cases for the Achievers API.
- Used data to drive product decisions (SQL, Google Analytics, Salesforce).
- Among Top 10 Recognized employees across Achievers, every year.

## Previous Experience 2002 - 2012

- As **Program Launch Manager** at **Achievers (acquired by Blackhawk)**, led design and implementation of 30+ customized employee recognition programs, valued from \$120K to \$3.5M annually.  
Notable clients: Google, Levi's, Cineplex.
- As **Training & Mentoring Specialist** at **Blueprint**, trained customers on building and testing software requirements models, consisting of use cases, UI mock-ups, and process flows.  
Notable clients: Carnival, Citibank, LexisNexis, Lowe's, McKesson.
- As **Technical Marketing Manager** and **Sales Engineer** at **Blueprint**, planned and implemented online marketing strategies, web analytics, corporate website, blog, and thought-leadership initiatives.
- **Product Manager, Pre-Sales Consultant** and **Technical Consultant** at **Xenos (acquired by OpenText)**  
Notable clients: ADP, AmEx, Citibank, HSBC, NCR, Symcor, TD Bank.



## ADDITIONAL PROFESSIONAL EXPERIENCE

Co-founder of ProductCamp Toronto (2008 - 2010)  
Pragmatic Marketing® Certified (2006)

## EDUCATION

**GA/Bitmaker** • User Experience and Product Design - Immersive Course (2018)  
**OCAD** • Intro. & Intermed. UI/UX Design - Continuing Studies (2016)  
**University of Waterloo** • Honours Computer Science, B. Math (2001)

chrisgurney.ca

 /chrisgurney    chris@chrisgurney.ca  
 /chrisgurney    647-505-6537

# CHRIS GURNEY



## SR. PRODUCT MANAGER

Agile

Training

MVPs

Design  
Systems

Journey  
Mapping