CHRIS GURNEY

PRODUCT DESIGNER
https://chrisgurney.ca/

🥤 HELLO, I'M CHRIS GURNEY...

... a **product designer** who has also been a **product manager, developer, sales engineer, technical trainer, and marketer.**

Let me help you visualize, prototype, code, and ship great products!

💼 EXPERIENCE

Product Owner + Developer   PROFESSIONAL DEVELOPMENT BREAK   NOV 2023 - PRESENT

- Developed Note Toolbar, a (TypeScript) plugin for Obsidian with **160K+ downloads**, localized into 4 languages.
  https://github.com/chrisgurney/obsidian-note-toolbar

Principal Platform Designer   NAUTICAL COMMERCE   DEC 2022 - NOV 2023

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

Sr. UX Designer + Product Lead   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, established brand guidelines.
- Designed and **implemented web site** (WordPress, PHP, SCSS), branded decks and sales-enablement tools, writing lots of copy along the way.
- Ran design workshops, user testing, and competitive analysis, involving stakeholders across the company dependent on projects.

Principal Product Designer   GLOBALIVE TECHNOLOGY   JUL 2018 - APR 2019

- **Led design** of the Neighbor Billing platform from **concept to market**.
- Designed and user tested Neighbor's web UI, bills, and branding.
- Developed **new branding** for Neighbor, including implementing web site (HTML, CSS, Bootstrap, Gulp), branded sales deck and collateral.
- Designed and implemented email and 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 from **concept to launch** (Rails, Swift, Firebase, React, React Native).
- Established Discovery sessions, including personas, user journeys, job-to-be-done, 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 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)

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