



REX MCKAY

PRODUCT DESIGNER

rexmckay.com
jrexfordmckay@gmail.com

EXPERIENCE

Amazon Prime Video — Senior UX Designer, Acquisition

Seattle, WA | May 2020 – Current

Leading Global Commerce, Acquisition design pod to define CX for offer clarity and acquisition flows across global markets and devices.

Creating scalable patterns that can flex to support multiple LRD, mobile, and web placements; new and upcoming 3rd party offer types; and global marketplaces.

Collaborating on product strategy to launch new offers and tiers of major 3rd party partners including Max, Crunchyroll, AMC+, and Paramount+.

Implementing new payment flows to enable localized payment methods in emerging markets, comply with existing and upcoming EU regulations, and expand payment capabilities on devices in core markets.

Honeywell — Product Designer, Forge Design System

Atlanta, GA | Sep. 2019 – Apr. 2020

Rebuilt an enterprise-level design system and establishing a process for behavior, documentation, and retrieval to serve multiple business verticals.

Established global-scale internationalization UX guidelines to provide a consistent yet targeted and respectful experience for all users.

Roku Inc. — Product Design Intern, Whole Home Devices

San Jose, CA | Jun. 2019 – Aug. 2019

Built and defined a repeatable heuristic evaluation process for Roku's unique space in interactive digital television environments.

Designed wireframes and flows to support the future testing of improvements to the out-of-box-experience for OTT devices and reduce CS contacts.

Georgia Institute of Technology — Graduate Research Assistant

Atlanta, GA | Jan. 2019 – Sep. 2019

Delta Air Lines, Inc. — Designer, Global Sales and Marketing

Atlanta, GA | Mar. 2016 – Sep. 2018

ABM Industries, Inc. — Graphic Designer, National Sales

Atlanta, GA | Mar. 2014 – Mar. 2016

365, Inc. — Freelance Designer

Birmingham, AL | Nov. 2013 – Mar. 2014

ABM Industries, Inc. — Presentation & Graphics Designer

Atlanta, GA | Sep. 2013 – Dec. 2013

EDUCATION

Georgia Institute of Technology

Atlanta, GA | Aug. 2018 – May 2020

M.S. Human-Computer Interaction

University of South Alabama

Mobile, AL | Aug. 2009 – May 2013

Bachelor of Fine Arts in Graphic Design

SKILLS

PRACTICE

Acquisition
Streaming & Entertainment
eCommerce
Payment Management
New Payment Method
Onboarding
Internationalization
Localization
GDPR Regulations
EU Payment Regulations
Build for Scale

DESIGN

Living Room
Web
Mobile
Design Systems
Prototyping
Usability Testing
Smart Devices
Environments
Brand Identity
Events

PROGRAMS

