



REX MCKAY

PRODUCT DESIGNER

rexmckay.com
jrexfordmckay@gmail.com

EXPERIENCE

Honeywell — Product Designer

Atlanta, GA | Sep. 2019 - Current

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

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

Roku Inc. — Product Designer, Intern

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

Conducted competitive and market analyses to identify user expectations and recommend opportunities for improvement

Designed low and high fidelity wireframes and flows for opportunities for better communication between interface and user

Georgia Institute of Technology — Graduate Research Assistant

Atlanta, GA | Jan. 2019 - Sep. 2019

Collected and reviewed research on child interaction with basic robotics

Designed an accessible coding platform for disadvantaged schoolchildren

Tested and evaluated possible platform and production solutions

Delta Air Lines, Inc. — Designer

Atlanta, GA | Mar. 2016 - Sep. 2018

Created collateral for Global Sales and APAC Specialty Sales

Managed Salesforce-linked digital platform content and user experience

Developed branding for Fortune 100 meeting and event activations

ABM Industries, Inc. — Graphic Designer

Atlanta, GA | Mar. 2014 - Mar. 2016

Coordinated guidelines across 5 brands

Created collateral for 16 vertical markets across the company

Produced custom sales presentations for \$100m+ in bids

365, Inc. — Freelance Designer

Birmingham, AL | Nov. 2013 - Mar. 2014

Produced shirt designs for the 2014 FIFA World Cup in Brazil

Designed fan shirt graphics for the English Premiere League

Concepted graphic tee series for CONCACAF

ABM Industries, Inc. — Presentation & Graphics Designer

Atlanta, GA | Sep. 2013 - Dec. 2013

The Vanguard — Advertising Designer

Mobile, AL | Mar. 2012 - May 2013

EDUCATION

Georgia Institute of Technology

Atlanta, GA | Aug. 2018 - May 2020

M.S. Human-Computer Interaction

General Assembly

Atlanta, GA | Mar. 2018 - May 2018

User Experience Design

University of South Alabama

Mobile, AL | Aug. 2009 - May 2013

Bachelor of Fine Arts in Graphic Design

SKILLS

USER EXPERIENCE

Interaction Design

Wireframing

Digital Prototyping

Heuristic Auditing

Storyboarding

User Flows

Competitive Analysis

Site Mapping

Sketching

Observation

User Testing

Contextual Analysis

Physical Prototyping

User Interviewing

DESIGN

Design Systems

Mobile

Web

Smart TVs

Environments

Brand Identity

Event Branding

Illustration

Image Editing

Video Editing

HTML/CSS

Presentations

Laser Cuts

3D Models

PROGRAMS

