

Dale McRae

UX Research &
Design leadership

LinkedIn
Portfolio
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profile

My focus is to lead UX research and design teams in order to deliver digital products and customer experiences that are truly useful and human-centered.

education

British Columbia Institute of Technology
Senior Management, New Media
Distinction - 2009-2010

Northern Alberta Institute of Technology
Graphic Communications
Honors 2003-2004

experience

Neo Financial

Manager, UX Research

June 2022 - Present

Neo Financial offers Canadians a suite of digital banking services and access to loyalty programs through an extensive network of merchants and strategic partnerships with key Canadian brands.

Responsibilities

- Mature, scale and operationalize the UX Design and UX Research discipline by creating a vision-based internal UX strategy, internal growth KPIs and artifacts to communicate product delivery processes.
- Communicate the business impact that UX Research will create in order to drive value for the business.

Outcomes

- Increased head-count for the UX Research discipline by 50%.
- Developed a UX Research growth strategy within the first 30 days, achieved 50% of the objectives within 4 months.

Bond Brand Loyalty

Director, User Experience Design

October, 2020 - July 2021

Bond is a Canadian owned and operated marketing agency that is a leader in developing customer loyalty programs for clients in both Canadian and U.S. markets.

Responsibilities

- Introduced UX as a new in-house discipline and market offering.
- Built and mentored a team of UX designers.

Outcomes

- Introduced and developed UX as a key market offering proving a ROI within the first three months.
- Developed a practice wide operating model to include UX deliverables, integrated with Bond's current model.

Shopify

User Experience Research

March, 2019 - October 2020

Shopify is a multinational e-commerce company that offers end-to-end business solutions to merchants. Systems include point-of-sale hardware and back-end administration software that facilitate growth for Shopify's merchant network.

Responsibilities

- Led and conducted field research in order to observe and understand merchant operational models and processes.
- Analyze data to look for commonalities across multiple businesses in order to look for opportunities for digital automation.

Outcomes

- Using merchant objectives, developed framework for a strategic vision and roadmap to inform investment planning.

Canada Post

December, 2017 - February 2019

Manager, User Experience Research

Canada Post is a crown corporation serving as the primary postal operator on a national level, providing the majority of shipping and mailing services to Canadians.

Responsibilities

- Grew the UX research practice by communicating the business value of UX Research to the wider organization
- Improved product delivery processes through the introduction of new UX Research operations and methods

Outcomes

- Current System Usability Score (SUS) for consumer facing site: 86 (18 point increase over industry standard)
- 50% increase in generative research studies throughout 2018

Populis

April, 2017 - Present

Founder & Principal Researcher / Designer

Populis offers organizations customer insights and strategic direction through design research frameworks and human-centered design workshops.

Responsibilities

- Develop new business opportunities, foster and maintain existing client relationships
- Scope and deliver project proposals

Outcomes

- 2% increase in revenue from Q4 2017 to Q4 2018
- 50% drop in patient calls regarding post-op instructions for a private healthcare clinic

Jackman Reinvents

November, 2016 - April, 2017

Senior User Experience Design

Jackman Reinvents is management consultancy, with a focus on brand reinvention and digital activation.

Responsibilities

- Collaborated with strategists, designers and consultants to launch digital activations
- Moderated design research sessions with clients and in-house creative teams
- Initiated and led field research and usability studies

Outcomes

- Provided clients with visibility into their customer's processes and working environment through strategic research
- Tested and revised complex enterprise systems through field research while gaining environmental context
- Provided governance model framework

NYC Department of Information Technology & Telecommunications

October, 2015 - November, 2016

Assistant Director, User Experience Design

DoITT provides the delivery of IT and infrastructure projects to enhance services for businesses and residents of New York which include public safety, human services and economic development.

Responsibilities

- Facilitation of design research sessions for technology and infrastructure initiatives
- Communicate the value of design research to NYC government agencies

Outcomes

- Provided foundational research and digital design for the Queensbridge Connected initiative (funded by NYCHA)
- Successfully assessed and improved DoITT's service delivery methods using service blueprints and actionable insights