

# Dale McRae

UX strategy  
Research  
Design leadership

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## profile

My focus is to innovate through collaboration with cross-functional teams while leveraging an evidence-based approach to solve for real human need

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## education

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

**Northern Alberta Institute of Technology**  
Graphic Communications  
Honors 2003-2004

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## experience

### **Altavia CloudRaker Canada**

Director, Human-centered Design (contract)

July, 2021 - November, 2021

Altavia is a European consultancy that has acquired and merged three consultancies in Canada under the CloudRaker brand, offering human-centered design, media, business design and publishing services to the North American market.

#### **Responsibilities**

- Developing go-to-market strategies for client portfolios in pharmaceuticals, retail and publishing industries
- Developing a net new operational delivery model to include UX, CX and qualitative research

#### **Outcomes**

- Operationalized the delivery of pharmaceutical creative assets to increase efficiency and reduce project delivery time
- Unified specific creative and UX activities to foster a more collaborative workflow

### **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 customer loyalty. To broaden their market offering across North America, Bond has also acquired offices in Denver and Atlanta.

#### **Responsibilities**

- Introduced UX design and research as a new in-house discipline, creating the client-facing narrative and market offering
- Operationalized UX processes to ensure successful integration into Bond's existing delivery model

#### **Outcomes**

- Introduced and developed UX as a key market offering proving a ROI in the first three months
- Successfully integrated the digital and retail experience teams through collaboration and a combined delivery model

### **Shopify**

User Experience Research

March, 2019 - October 2020

Shopify is a multinational e-commerce company that offers end-to-end business solutions from POS systems to back-end administrative systems that provide entrepreneurs with solutions to facilitate business growth.

#### **Responsibilities**

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

#### **Outcomes**

- Using insights, developed framework for a strategic vision and UX roadmap to define 2020 investment planning

## Canada Post

Manager, User Experience Research

December, 2017 - February 2019

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

- Grow the UX research practice by communicating the business value of UX research to the wider organization
- Improving current processes through the introduction of new research 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

Founder & Principal Researcher / Designer

April, 2017 - Present

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

### Responsibilities

- Develop and maintain new client relationships
- Scope and deliver research initiatives including facilitation and findings and recommendations reports

### 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

Senior User Experience Design

November, 2016 - April, 2017

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 study initiatives

### Outcomes

- Provided the client with visibility into their customer's processes and working environment through field research
- Tested and revised digital product ordering tool through additional field research while gaining environmental context
- Provided governance model framework

## NYC Department of Information Technology & Telecommunications

Assistant Director, User Experience Design

October, 2015 - November, 2016

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 and methods of design research to NYC government agencies
- Team lead during field study initiatives

### Outcomes

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