

Thomas McAuley: Lead Product Designer

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Clearance: Secret | **Portfolio:** <https://thomasmcauley.com>

PROFESSIONAL SUMMARY

Accomplished Product Designer with 10+ years of experience delivering accessible, human-centered solutions across healthcare, government, military/secure, workforce, SaaS, video gaming, and commercial sectors. Expert in scalable design systems, rigorous user research, and cross-functional collaboration—including with acquisition teams. Proven record in shaping competitive RFPs (42.6% win rate) and transforming complex requirements and customer needs into intuitive digital experiences that adhere to strict accessibility standards.

KEY PROJECTS

Integrated Game Development Ecosystem (Kūbs)

Led and created the product design for Kūbs, an integrated hub that streamlined account creation, project management, and asset tracking for game designers. By implementing a scalable design system, multi-tier accounts creation, project building, marketplace, robust dashboard, and responsive marketing landing pages, our solution boosted workflow efficiency and attracted significant investor interest. [View case study](#)

Enterprise Healthcare Website and Mobile App (The Harris Center for Mental Health and IDD)

Led and created the design of a comprehensive digital suite—website redesign, mobile app, interactive web tools, social media, and more—for the Harris Center for Mental Health and IDD, Texas's largest behavioral health provider. My human-centered design thinking approach significantly boosted engagement among employees, customers, media, and government stakeholders, with early pilot testing showing an 8% increase in overall engagement. [View case study](#)

Virtual Trade Show / Concert Event SaaS App (Mixabl)

Led and created the product design for an all-in-one virtual event web/mobile SaaS platform that recreated the immersive experience of live trade shows and conferences during COVID-19-era restrictions. I developed intuitive user flows, interactive scheduling, and engaging exhibitor booth experiences that garnered strong positive feedback from organizers and significantly boosted online engagement. [View case study](#)

EXPERIENCE

Lead Product Designer, Kūbs / Equinox Games

MONTREAL, QUEBEC, CANADA (REMOTE) | OCT 2023 - JAN 2025

- **Concurrent Multitasking & Divergent Project Leadership:** Demonstrated the ability to manage multiple simultaneous projects and divergent tasks across Kūbs' & Equinox Games' distinct product lines, ensuring each initiative received focused, tailored leadership while maintaining overall strategic cohesion.
- **Strategic End-to-End Product Design:** Led product strategy and design of Kūbs (aka Stax), a SaaS platform centralizing accounts, analytics, and AI-assisted product management for game designers. Developed a scalable design system and responsive landing page to boost workflow efficiency and user engagement.
- **Agile Collaboration:** Employed iterative design cycles within agile frameworks, working closely with product developers and managers. Refined wireframes and high-fidelity prototypes through continuous user testing and A/B experiments.
- **Documentation & Handoff:** Produced comprehensive design documentation—including style guides and interaction blueprints—to ensure smooth handoffs to engineering teams and adherence to best practices.
- **Accessibility Focus:** Integrated accessibility principles throughout the design process, ensuring interfaces met or exceeded Section 508 and WCAG standards.
- **Diverse Game Interface Innovation:** Crafted engaging product interfaces whose visual identities resonated with diverse target audiences for casual, casino, and FPS video game titles (DropX, DinoDex, BedWars).
- **Immersive Visual Identity Creation:** Developed cohesive themes, backstories, branding, design systems, and graphical assets for casino games (e.g., Cluckin' Cross, Tumbleweed, Putting Green, Bases Loaded, Mutant Money) that balanced playful aesthetics with functional clarity.

- **Responsive & Platform-Adaptive Design:** Engineered responsive game interfaces that maintained visual consistency and intuitive interaction across desktop, mobile, and kiosk platforms.
- **Interactive Gameplay Feedback:** Integrated dynamic animations and interactive elements to provide real-time visual feedback, enhancing critical in-game communication and player experience.
- **User Research-Driven Iteration:** Leveraged user research and iterative testing (using Maze & Dovetail) to validate design decisions, resulting in improved retention and gameplay mechanics.
- **Cross-Functional Collaboration:** Collaborated closely with game developers and production teams to align creative design with technical requirements, ensuring robust functionality and compelling visuals.

Lead Product Designer, Webhead

San Antonio, Texas | Apr 2021 — Oct 2023

- **Enterprise-Level Solutions:** Delivered complex secure and non-secure product designs for government agencies, military branches, and healthcare institutions, focusing on responsive, mobile-first designs that improved user navigation and data visualization.
- **Accessibility & Compliance:** Spearheaded digital transformation initiatives with a strong emphasis on accessibility—designing interfaces fully compliant with Section 508 and WCAG standards.
- **User Research & Iteration:** Employed tools like Maze and Dovetail to conduct extensive usability studies, persona development, and user journey mapping, which informed iterative design improvements.
- **Agile Methodologies:** Utilized agile project management techniques to sustain rapid iteration cycles, manage multiple projects concurrently, and deliver high-quality design solutions on schedule.
- **Evaluation & Reporting:** Led a comprehensive survey of U.S. Air Force communications HUD functionality and produced a detailed report with improvement recommendations based on pilot and technical interviews.
- **RFP & Proposal Leadership:** Acted as the sole graphic designer, branding expert, co-copywriter, and co-strategist on over 54 competitive RFPs across multiple sectors—Federal, Military, Government, Workforce, and Nonprofit—achieving a 42.6% win rate.

Lead Product Designer, HiveHub

Montreal, Quebec, Canada | Jul 2020 — Mar 2021

- **Design Systems Development:** Led the creation of unified, scalable design systems for multiple mobile and web SaaS products & platforms, enhancing usability and visual consistency across products.
- **Rigorous Testing:** Conducted A/B testing and user research to validate design decisions, resulting in significant improvements in user engagement and satisfaction.
- **Cross-Functional Coordination:** Worked closely with development, technical, and business teams to integrate stakeholder feedback iterate design, ensuring final deliverables met technical requirements and user needs.
- **Documentation:** Developed detailed visual prototypes, wireframes, and descriptive documents that clearly communicated design intent, supporting smooth transitions from design to development.

Product Designer, Independent Contractor

San Antonio, Texas | Mar 2012 — Jul 2020

- **Full-Cycle Design Services:** Provided comprehensive branding, digital strategy, and product design services for nearly 60 healthcare organizations (Aegis Sciences Corp., American Physician Partners, Flywire, UT Health StrongStar, Updox), including apps, digital & print collateral, logo design, vehicle & merch graphics, social media, environmental design, and trade show support.
- **Human-Centered Design:** Created HCD roadmaps that increased user adoption and satisfaction.
Interactive Prototyping & Research: Designed interactive prototypes and conducted rigorous usability studies to derive actionable insights, translating complex user needs into accessible, intuitive interfaces.
Multi-Project Management: Managed concurrent design projects under tight deadlines, consistently delivering high-quality solutions that aligned with client business objectives.
- **Commitment to Accessibility:** Maintained a strong focus on accessibility in every project, ensuring all designs adhered to Section 508 and WCAG best practices and guidelines.

TECHNICAL PROFICIENCIES

- **Design:** Figma, Adobe Creative Suite (Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Xd), Sketch, InVision
- **User Research:** Maze, Dovetail, UserInterviews, UsabilityHub, Hotjar, SurveyMonkey, Google Analytics
- **Web:** HTML, CSS, WordPress, Webflow
- **Coordination:** Airtable, Asana, Zapier, Monday, Jira, Office 365, Excel/Numbers/Sheets, Word/Pages/Docs, PowerPoint/Keynote/Slides

CORE COMPETENCIES

End-to-End Product Design, UX/UI, User Experience Design, User Interface Design, User Interaction, App Design, Web Design, Web App Design, Mobile App Design, Scalable Design Systems, Responsive Design Principles, User Research, Persona Development, User Journey Development, Wireframes, Mockups, Rapid Prototyping, Digital Product Strategy, Human-Centered Design Methodologies (HCD), Responsive Web Design, User-Centered Design, Component Libraries, Visual Design, Digital Platforms, Typography, HIPAA-Compliance, Section 508 Compliance, WCAG Standards Compliance, A11Y Compliance, Accessibility Compliance, Copywriting, Technical Copywriting, Digital Design, Print Design, Print Production, Corporate Branding, Visual Brand, Video Game Product Design, Art Direction, Content Creation, Intellectual Property (IP), Digital Products, Digital Marketing, Marketing Campaigns, Typography, Color Theory

SOFT SKILLS

Complex Problem Solving, Strategic Thinking, Effective Communication, Verbal and Written Communication, User Advocacy, Agile Methodologies, Adaptability, Collaborative Problem-Solving, Attention to Detail, Decision-Making, Team Cohesion, Presentation Skills, Interpersonal Skills, Cross-Functional Leadership, Cross-Functional Collaboration, Stakeholder Collaboration, Decision-Making

LANGUAGES

- English: Native
- German: Intermediate - Level A2-B1

EDUCATION

O'More College of Design

Franklin, TN | 1992 - 1996 | Graphic Design & Advertising

CERTIFICATIONS

Google UX Design Professional