/m   **Rory Macrae**
Design / Strategy

rorymacrae.co.uk
roryjmacrae@gmail.com / +44 (0)7855 931647

SUMMARY

Designer and strategist with over a decade's experience in the tech industry.

A pragmatic problem-solver who aligns digital design with business objectives.

OCTOBER 2020 – DECEMBER 2022

Design Lead
Connect4

I joined this accounting focussed SAAS start-up as the first employee, after a brief stint freelancing for the founder. We raised over £500K of funding and acquired a strong pool of devoted customers. But we ultimately ran out of time and money before we could realise the high growth goals that we had set ourselves.

I was involved in every aspect of the business, but primarily focussed on everything related to design:

- Interviewing users and analysing usage data.
- Making strategic decisions around product direction and user experience.
- Designing both wireframe mock-ups and high-fidelity user-interface designs.
- Working with developers to implement new features and upgrades.
- Leading product demos and onboarding workshops with customers.
- Creating a brand identity and applying it to both the product interface and marketing material.
- Shaping and refining pitch decks for several investment rounds.
- Producing collateral, including; website, written content and video.

MARCH 2020 – SEPTEMBER 2020

Designer & Consultant
Freelance

An intended career break was sabotaged by a pandemic. I instead decided to set up a temporary freelance operation to help small businesses who did not have the budget for a full-service agency. I gathered several short-term clients (including my eventual employer at Connect4) and worked on a variety of design related projects:

- Product strategy and user experience design.
- Website design, development and copywriting.
- Branding and graphic design.

FEBRUARY 2017 – FEBRUARY 2020

Creative Director
Forge

I became Creative Director at this digital agency after a rebrand and shift of premises to London. I was responsible for overseeing the quality of all creative output, ensuring that it met clients' commercial goals.

- Working with client stakeholders to extract requirements and refine project briefs.
- Leading the design of a broad range of software, website and branding projects.
- Working alongside developers to ensure powerful and practical realisation of design concepts.
- Managing the professional development of junior creatives.

JANUARY 2012 – FEBRUARY 2017

Designer & Marketer
Digital Results

- Design work across a vast range of industries, including 50+ websites and apps.
- Creating and executing content marketing campaigns.
- Website development (HTML, CSS, Javascript and Wordpress/PHP).

JULY 2007 – DECEMBER 2011

3D Design Engineer
Mode Lighting

- Design of plastic and metal components for manufacture.
- Graphic design for packaging and user manuals.

EDUCATION

2014 – 2015

Shillington Education, London
Graphic Design, 9 months part-time course

2002 – 2006

Bournemouth University, Dorset
BSc (Hons) Product Design, 2:1

1995 – 2002

Simon Balle School, Hertford, Hertfordshire
12 x GCSEs (10 x A or above), 2 x A levels, 3 x AS levels