



# Connor McCarthy

## Product Designer

“ What doesn’t kill me,  
gives me EXP. ”  
Every Gamer

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Social

LinkedIn

View my profile

Tools

Figma

Design, Prototyping, Whiteboards

Lottie

Animation

Maze

UX Research Platform

Mobbin

Product Research

Pageflows

Product Research



## Experience

Jul 2022 - Sep 2024

Menlo Park, CA

tap

Director of Design

TapResearch

As the first design hire, I established Design's function and collaborated with Product, Sales, and Leadership to shape Tap's design strategy over three years, during which I earned two promotions. I led collaborative efforts with Product, Sales, and Leadership to create new products, marketing materials, high-fidelity mockups, and custom resources for clients lacking in-house design support.

As Director of Design, I led initiatives that significantly impacted customer engagement and revenue, including:

- Implementing a Bonus Bar experience that increased customer engagement by 10%.
- Redesigning the RX home screen, resulting in a 6% month-over-month revenue boost.
- Launching a new product now in Beta testing, receiving positive market feedback.
- Enhancing the Publisher Dashboard for improved usability and brand alignment.
- Designing the company's first fully B2C mobile app, defining its role and marketing strategy within our ecosystem.

Additionally, I collaborated with the Development team to create a comprehensive design system that streamlined the differentiation between our B2B and B2C products.

May 2022 - Jul 2022

Menlo Park, CA

tap

Lead UX designer

TapResearch

As the lead designer, I worked on developing a comprehensive design strategy to ensure our company consistently delivered a seamless, high-quality experience across all customer segments.

Key achievements included:

- A comprehensive deep-dive into the content being used throughout the company.
- Created end-to-end journey flows using personas for improved customer onboarding understanding.
- Analyzed and compared current product experience with potential future product experience through experience flow mapping.

Oct 2021 - May 2022

Menlo Park, CA

tap

Sr UX designer

TapResearch

As the first design hire, I reported directly to the Chief Technology Officer (CTO). My initial responsibility involved a comprehensive review of our product lines, coupled with the development of targeted design strategies for each.

Other key achievements included:

- Conducted in-depth research to understand customer needs, behaviors, and pain points.
- Performed a competitive analysis to assess our market positioning.
- Compiled detailed documentation that outlined the strengths and weaknesses of each product line, along with actionable solutions ranging from quick fixes to long-term strategies.
- Designed enhanced digital color palette, assets, and layouts for improved user experiences.
- Increased Respondent Survey Experience onboarding success rates by 33% through redesigning onboarding and profile flow.

Jun 2021 - Oct 2021

Boston, MA

RepTrak

Sr UX designer

The RepTrak Company

I was tasked by Design Leadership to evaluate current user workflows to enhance the consumer experience. This led to redesigned layouts and components bringing the platform in line with current design trends and best practices.

Additionally, I collaborated with development to improve the interaction models, creating a more intuitive and enjoyable user experience while driving positive business outcomes.

Nov 2016 - Jun 2021

Atlanta, GA

my AT&T

Sr Lead UX designer

AT&T

My 5 years at AT&T developed strong leadership skills and a commitment to optimizing user experience design.

I managed a team of seven, focusing on defining mobile standards and creating a digital asset library. I collaborated with product owners to shape our mobile strategy and refined the product roadmap, ensuring effective execution.

Prior to being promoted to Sr Lead UX Designer, I expanded our mobile team and developed our mobile strategy. I also initiated a comprehensive mobile approach, built essential design assets, and introduced a modular design system to streamline processes and reduce custom coding.



## Latest projects

TapRewards

Mobile app project released to both Apple & Google app stores.

Visit project page

Publisher Dashboard

Manage app tiles, create sales, and review data all on one place.

Visit project page



## Skills

Design

Web Design

Mobile Design

User Experience

Wireframing  
Prototyping  
Research  
Flows

Design System

Personal

Management

Roadmap  
Team (7+)  
Design system

Adaptability

Pragmatism