

# Connor Mccarthy

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**Previous role** | Director of Design at TapResearch

**Experience** | B2C, B2B, Market research, Internet of Things, Digital Media, Telecommunications, Media

**Technologies** | Figma, Lottie, JIRA, Canva, Photoshop, Sketch, Confluence, monday.com, Invision

## Work experience

**Director of Design, TapResearch** 

Jun 2022 – Aug 2024 (2y 2m)

B2C & B2B2C company in the Market research space  
B2C · B2B · Market research

Figma Lottie JIRA Canva

- Focused on developing a new standard for our customer and end-user experiences. Our design strategy was built to take into consideration TapResearch's unique product offerings and the multiple needs of our business, clients, publishers, and survey takers.
- Created a new design system with variations to distinguish between our B2B & B2C products. Our new design system was quickly made using Mantine UI.
- Expanded the role of design to support revenue goals more directly by taking on a sales enablement role. Assets include new themes, product images, and demo assets for customer presentations, high-fidelity mockups for sales pitches, and custom assets for current clients, as not all clients had design resources in-house.
- I led a project with our Product, Account, and Executive teams to work on producing a content strategy for the company. Our content needed alignment across our sales efforts, product interfaces, and all of our public-facing materials.
- Collaborated with our Product lead, conducted research, and created a pitch for a brand-new product. The new product was greenlit and is currently in Beta where it is going through customer testing and feedback. Already, we're seeing a positive reaction from the market.
- I partnered with Product to rework our Publisher Dashboard to make it a more intuitive and on-brand experience. These changes would also allow us to easily add new features while keeping the user experience simple and intuitive.
- I partnered with Product to add a new feature and rework the Home screen experience for our Respondent product.
- The addition of a Bonus Bar experience saw customer engagement increase by 10%
- The redesign of our Home screen saw a revenue lift of ~6% MoM
- I designed our mobile app which was the company's first purely B2C product.
- Worked with Product & Executive teams to clarify how this new app fits into our ecosystem of products, the short and long-term goals of this product, and its marketing pitch.

Figma JIRA

- As our lead designer, I started building a comprehensive design strategy that would allow our company to continue providing a good and streamlined experience to all of our customer segments.

Figma JIRA Canva

- As the first design hire, I reported to our CTO. My first task was reviewing all of our product lines and working on design strategies for each.
- Learned about our customers, needs, habits, and pain points
- Performed competitive analysis to better understand where we sat as a company within the market
- Worked on documents laying out the good, bad, and ugly for all product lines along with quick, intermediate, and large-scale solutions
- I partnered with our Sales & Accounts teams to understand their design needs and discover how design could lift, push, or make their current work streams easier.
- Supported sales by creating sales, GTM, and client assets when requested
- Worked on an expanded digital color palette that could be used to enhance marketing & sales materials while staying within brand guidelines
- I mostly focused on our consumer-facing product line, Respondent Survey Experience (RX), and our Consumer Insights platform my first 6–8 mos
- Created a new color palette, assets, and layouts to enrich the E2E experiences
- – For our Respondent Survey experience, we increased our onboarding success by 33% by reworking the onboarding & profile flow.

Companies discover their reputations within their markets  
Market research

Photoshop Figma JIRA

- Evaluated existing user workflows to enhance consumer experience
- Designed updated layouts and components to align with latest design trends and standards
- Developed new interaction models to optimize consumer experience

Provides telecommunications, media, and technology services  
Internet of Things · Digital Media · Telecommunications · Media

Sketch Figma JIRA Confluence monday.com

- I managed a team of 7, the team included designers, content writers, and motion designers. I worked with our team to define our mobile standards, we were at the time, currently working on the creation of a digital asset library. I worked with our product owners to help define our mobile strategy. This included looking at the future roadmap of our product, helping to refine features, and reviewing how to execute the roadmap in variable steps.

Lead UX designer, AT&T 

Jun 2019 – Sep 2019 (3m)

Sketch Invision JIRA Confluence monday.com

- Grew our mobile team while continuing to adjust & map out a mobile strategy.

Sr UX designer, AT&T 

Nov 2016 – Jun 2019 (2y 7m)

Sketch Invision Confluence

- Initiated development of mobile strategy.
- Created and managed assets for mobile application use.
- Aligned designs with mobile standards, minimizing custom coding by implementing a modular design system.

## Education

**Savannah College of Art & Design**

BFA Interactive design & Game development

## More about me

### Interests

For the past 5 years, I've been our tabletop gaming group's GM (game master).

I'm also a 3D printing hobbyist