

# SEAN McCARTHY, M.Sc.

Senior UX/UI Designer | Enterprise Product and SaaS Design | Accessibility and Design Systems

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## PROFESSIONAL SUMMARY

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Senior UX/UI Designer with 8+ years of combined experience delivering end-to-end product design across enterprise SaaS, B2B platforms, and e-commerce environments. Proven ability to lead design systems, define product vision and roadmaps, and drive MVP definition in Agile cross-functional teams. Hands-on practitioner of Figma Make AI and AI-generated rapid prototyping, Azure DevOps for sprint delivery, and Aha for product roadmapping. Deep expertise in user research, A/B testing, SaaS transformation, and WCAG 2.1 accessibility, with a graduate research focus on UX methodology and multisensory experience design. Portfolio: [smac-designs.io](http://smac-designs.io)

## CORE COMPETENCIES

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- UI and Interaction Design
- UX Research and A/B Testing
- E-Commerce UX
- SaaS Transformation
- Product Vision and Roadmapping
- MVP Definition and Scoping
- Design Systems and Component Libraries
- Journey Mapping and User Flows
- Wireframing and Prototyping
- WCAG 2.1 Accessibility
- Figma (Advanced) + Figma Make AI
- Azure DevOps
- Aha (Product Roadmapping)
- Agile / Lean UX / Sprint Delivery
- Developer Handoff (Zeplin / Dev Mode)

## WORK EXPERIENCE

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### Head of Visual Design | *Thatcher Oaks Awning* | Elmhurst, IL *Mar 2025 - Present*

- Led a team of 5 designers across digital, environmental, and brand workflows, directing product vision for all creative output from brief through delivery and maintaining brand governance across every client touchpoint.
- Introduced Figma Make AI into production workflows for AI-generated rapid prototyping and concepting, cutting early-stage iteration time by 30% while preserving brand consistency across deliverables.
- Defined and implemented design system standards and component frameworks across digital and print deliverables, establishing the first formal design review and approval cadence for the team.
- Drove workflow process improvements that reduced production turnaround by 20% and managed cross-functional collaboration with sales, operations, and external vendors.

### Lead Visual Designer, Brand + Digital UX | *Square Waves* | St. Charles, IL *Jan 2024 - Jan 2026*

- Owned end-to-end product design and UI interaction design for 20+ client digital products spanning SaaS interfaces, marketing platforms, and e-commerce UX, improving user engagement by 25% across web and mobile.
- Led MVP definition and product roadmapping for SaaS-style client products, translating business goals and user research into prioritized feature scopes, sprint-ready requirements, and phased delivery plans.
- Built scalable Figma design systems with fully annotated component libraries and developer handoffs, reducing implementation time by 30% and eliminating ambiguity in engineering cycles.
- Conducted user research, competitive audits, and A/B testing to validate design decisions across onboarding flows, landing pages, and core product UI, directly informing interaction design iterations.
- Supported SaaS transformation engagements, helping clients migrate from fragmented digital touchpoints to cohesive, scalable product experiences with documented design standards.
- Applied WCAG accessibility standards and responsive design principles across all web and mobile deliverables and collaborated with development leads on Azure DevOps sprint boards for delivery tracking.

### UI Designer II | *Epsilon* | West Chicago, IL *Sep 2021 - Jan 2024*

- Designed UI components, interaction patterns, and responsive layouts for enterprise SaaS dealer portals serving Nissan, Hyundai, GM, Buick, Chevrolet, and Audi across thousands of dealership sites with complex, data-rich B2B workflows.

- Core contributor to a React-aligned Figma design system with tokenized components, variants, and auto-layout, reducing design-to-development cycles by 40% and ensuring cross-brand consistency at scale.
- Partnered with product managers in Aha to align product vision and roadmap priorities with UX deliverables and tracked sprint tasks and design reviews through Azure DevOps.
- Led usability testing, heuristic evaluations, and A/B testing across Agile sprints, synthesizing findings into validated interaction design decisions with documented rationale.
- Ensured full WCAG 2.1 AA compliance across all platforms in direct partnership with engineering and product management, producing structured Figma Dev Mode handoffs with interaction specs and edge-case annotations.
- Contributed to SaaS transformation initiatives, helping consolidate multi-brand dealer portal experiences into a unified, scalable design language across the GM portfolio.

#### **Contract UX Architect** | *REX Social Shopping Assistant* | Remote Mar 2021 - Apr 2021

- Conducted end-to-end user research and usability testing to define MVP scope for expanding a Chrome extension into a full SaaS product, translating findings into a prioritized feature roadmap.
- Built high-fidelity Figma prototypes using rapid prototyping methods that reduced user task friction by 35% in validated sessions and delivered personas, user flows, and interaction design specs within a 6-week engagement.

#### **Contract Graphic Designer** | *Vision Sign and Design* | Joliet, IL Jul 2020 - Dec 2020

- Created 30+ branded design solutions across print and digital including vehicle wraps, storefront signage, and web banners, managing production quality from concept through press-ready output.
- Improved print production workflows and collaborated directly with sales teams to tighten client feedback cycles and reduce revision rounds.

#### **Print Production Manager** | *G.D.S. Display Graphics* | Bloomington, IL May 2019 - Aug 2019

- Managed high-volume output on large-format, high-resolution print systems, maintaining equipment performance and coordinating with design teams to ensure client output met brand specifications.
- Developed an internal QA process for pre-press file review that reduced misprint rate and production rework across client jobs.

#### **Visual Design Intern** | *Liquidus Marketing* | Chicago, IL Jun 2018 - Aug 2018

- Collaborated with the internal design team on a corporate website rebuild, creating icons, UI imagery, and coded GIFs deployed in client and corporate digital campaigns.
- Designed sales presentation assets and digital advertisements, gaining first exposure to client-facing design delivery, cross-team collaboration, and production-grade output in an agency environment.

#### **Freelance UX/UI and Brand Designer** | *SMAC-Designs (Independent Practice)* | Chicago-land Area, IL 2018 - Present

- 8-year independent practice delivering end-to-end UX/UI, e-commerce design, brand identity, and product design for clients across environmental services, arts, agriculture, and professional services sectors.
- Engagements include full design system builds, MVP definition, rapid prototyping using Figma Make AI, and structured user research, operating as a one-person product design team from discovery to developer handoff.
- Clients include Keldorn Environmental Services, St. Charles Arts Council, McCarthy Group, Geneva Holdings, and SquareWaves. Sustained entirely through referrals and repeat engagements.

## **EDUCATION**

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### **M.Sc. - Creative Technologies** | *Illinois State University* Dec 2025

*Research focus: UX methodology, multisensory user experience design, and accessibility-centered design systems.*

### **B.S. - Graphic Design and Creative Technologies** | *Illinois State University* 2020

## **CERTIFICATIONS AND TOOLS**

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**UX/UI Design Certificate** - General Assembly (2021) | **General Assembly UX/UI Apprenticeship** (430+ hrs, 2021)

**Tools:** Figma (Advanced) | Figma Make AI | Azure DevOps | Aha | Zeplin | Adobe Creative Suite | Sketch | InVision | CorelDRAW | JavaScript / HTML / CSS (foundational)