



DERRICK MCKEOWN

LEAD PRODUCT DESIGNER

CONTACT INFORMATION

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PORTFOLIO

www.derrickmckeown.com

EDUCATION

BACHELOR OF SCIENCE

2007 - 2011 | CANISIUS

Digital Media Arts Major
Buffalo, NY

ACCOMPLISHMENTS

2023 | DESIGN CHAIR
ITX Product & Design Conference

SKILLS

Product design
UX / UI design
Web design
Web development
Design systems
Product vision
User research
Stakeholder research
Data analysis
Team leadership
Corporate branding
Design processes
Product Accessibility

EXPERTISE

Figma
Zeplin
Sketch
Photoshop
Illustrator
Invision
HTML/CSS

EXPERIENCE

LEAD PRODUCT DESIGNER

2022 - 2025 | ITX CORP

I lead the design partnership with ITX's largest client designing for their primary SaaS product and contributing to product vision, design strategy, and feature planning. I managed a swimlane to ensure top-quality design deliverables, developed operations processes to accelerate KPI achievement, and support cross-functional collaboration across teams and designers.

SENIOR UX / UI DESIGNER

2017 - 2022 | HSBC BANK

At HSBC, I led global, user-centric design initiatives across digital platforms, focusing on a scalable design system and mobile banking app strategy. I drove an experience vision grounded in data and insights while mentoring junior designers, empowering them to take ownership, present confidently, and collaborate within a large design team.

UX / UI DESIGNER

2015 - 2017 | CAMPUS LABS

I focused on designing intuitive user interfaces for the company's flagship software, supported by user flows, structured information architecture, and a cohesive design system. My work was driven by user research to guide product enhancements and the development of new features.

LEAD WEB DESIGNER

2013 - 2015 | LOCALEEDGE

I led a team of designers in creating impactful website experiences for diverse clients, utilizing design knowledge and thinking to guide strategy through competitive analysis and market research. I also championed team growth, mentoring designers and supporting their skill development and career progression.

LEAD WEB DESIGNER (PROMOTED)

2012 - 2013 | MAIN STREET HOST

I managed a team of designers focused on research, prototyping, and high-quality web design, establishing design standards and fostering a culture of pride in their work. I designed website user interfaces for multiple clients and built sites using HTML and CSS. Additionally, I led client relationships across projects of all sizes to ensure strong collaboration and successful outcomes.