

# Eilish McVey

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## EDUCATION

### George Brown College

*Interdisciplinary Design Strategy Post-Grad Certificate*

**Toronto CA**

2017-2018

### Emily Carr University of Art and Design

*Bachelor of Industrial Design*

**Vancouver CA**

2012-2016

### Kwantlen Polytechnic University

*Foundations in Design Diploma*

**Vancouver CA**

2011-2012

## WORK EXPERIENCE

### Bank of Nova Scotia

*Senior Service Designer*

**Toronto CA**

Mar. '21 - Present

- Responsible for customer on-boarding experiences. Working closely with product owners and product designers to identify opportunities for improvement in the retail banking customer onboarding journey for multiple banking products including, leading product discovery, developing research plans, conducting qualitative research studies and developing new, omni-channel and multi-channel service experiences.
- Lead product discovery and design of a multichannel onboarding journey for students new to Canada, including, conducting qualitative interviews, competitive reviews and analysis, and synthesized learnings into experience principles. Worked closely with product design to develop a net new ideal state customer onboarding journey and worked with product and engineering to develop an mvp customer onboarding journey conducive to product and engineering's timeline and budget for launch.

### Capital One

*Senior Service Designer*

**Toronto CA**

Oct. '18 - Feb '21

- Lead new approaches to discovery using strategic foresight tools and methodologies. Lead the identification of 6 personal finance trends, generated concepts to address the needs of future customers and created informed hypotheses about the potential impacts, risks, or opportunities of the identified future trends.
- Developed a scalable research framework for generating insights through call listening, and successfully combined qualitative and quantitative data to produce actionable problem statements and clearly framed call mitigation opportunities. Lead the creation of a holistic channel strategy to mitigate top call drivers. This initiative led to a reduction in calls by 25% and diverted 702% more customers to a self service option. With full implementation the mvp solution has the opportunity to generate annual savings of 288\$K
- Executed multiple generative and evaluative research studies related to customer support experiences including writing research plans, conducting in person interviews, usability testing, tree testing as well as the synthesis and sharing of insights through visual sense-making tools such as customer experience maps, service blueprints, and videos
- Spread design thinking processes across the organization through developing and teaching design thinking workshops and design sprint facilitation

### Huge Inc.

*Industrial Design Intern*

**Toronto CA**

June '18 - Sept. '18

- Worked on 3D projects spanning from product to environmental. Assisted in gathering research, concepting and creating 3D files for output.

### Electrefy Inc.

*Industrial Design Intern*

**Toronto CA**

Jan. '18 - Jan. '19

- Designed a human centered strategy to bring a portable power provider to market including, creating brand identity + website, and 3D industrial design of portable power provider

## **VOLUNTEER EXPERIENCE**

**Law & Design Colab**

*Designer*

**Toronto CA**

*Feb. '19 - Feb '20*

## **SKILLS & INTERESTS**

**Skills:** Service Design, Industrial Design, Strategic Foresight, UX Research, Design Thinking Education, Design Sprint Facilitation, Figma, Sketch, Adobe Creative Suite, Autodesk Fusion 360

**Interests:** Film, Reading, Cycling