

# Cory McKinnon

Agentic Product Design Lead

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*Senior Product Designer with management experience across a range of enterprise SaaS domains including AI/ML tooling, healthcare, security, and proptech. My favorite problems are the messy ones: complex domains, entrenched workflows, and systems where clarity is hard-won. Lately, my practice has shifted toward AI-native design, prototyping directly in code, pairing with AI tools, and designing products where the system does real reasoning on the user's behalf.*

## EXPERIENCE

### Sycle, Senior Product Designer

2023–PRESENT    HEALTH    SAAS

Sycle is the leading practice-management platform for audiology clinics, supporting over 5,000 clinics and 1 million+ patients. I lead design on complex workflow systems while simultaneously rebuilding how the team designs, making AI a first-class part of every stage of the process.

#### Key Contributions

- Built and deployed design pipeline agents that automate requirement gathering, competitive research, and clickable prototype generation, letting the team evaluate flows faster than wireframes allow. High-fidelity prototype handoffs to engineering created the clarity needed to measurably speed up feature time to production.
- Designed a three-stage AI rollout for Appointment Outcome notes: AI summarization, voice dictation with AI transcription, and full appointment recording with AI-generated summaries, achieving 42% feature adoption within the first month in production.
- Led end-to-end redesign of the Payers and Plans system for 5,000+ clinics, unifying fragmented insurance workflows into a scalable, accurate experience; post-launch survey showed 92% satisfaction and 81% of users found payer configuration easier.
- Co-led design of the Digital Clinic module, a full document management experience covering uploads, template-based creation, e-signing, secure sharing, and tagging. Delivered as an MVP and refined through Agile cycles to close enterprise gaps. Two enterprise clients completed migration, achieving 75% adoption across the user base.
- Built and rolled out a new Design System using Figma that improved consistency and reduced rework across multiple parallel projects.
- Led and mentored 2 designers, running daily stand-ups, UX showcases, and a shared Kanban board to keep work visible and collaborative.

- Partnered with enterprise stakeholders to align feature priorities and shape a more design-driven roadmap.

## Ownly, Senior Product Designer

2022–2023 PROPTECH SAAS

Ownly is a pre-seed startup reshaping how people purchase new home builds. As Senior Product Designer, I helped define our product direction while embedding design thinking across the company culture.

### Key Contributions

- Introduced design thinking practices company-wide, shifting how teams approached customer problems and product decisions.
- Led user research and journey mapping with home builders and buyers to uncover friction points in the purchase process.
- Drove end-to-end design cycles, from ideation and wireframes to clickable prototypes and user testing, creating clarity and focus for engineering.
- Collaborated closely with product, customer success, and engineering to ensure a unified product experience and faster iteration cycles.
- Elevated team collaboration and delivery speed, resulting in higher engagement and more consistent product usage post-launch.

## Innodata, Senior Product Designer

2021 AI SAAS

Innodata provides data annotation products for Fortune 100 companies to enhance their machine-learning capabilities. I was brought in to improve cross-team design collaboration and product quality across global time zones.

### Key Contributions

- Created a lightweight design system that unified UI patterns across teams and improved interface consistency.
- Established a collaboration framework that connected designers, developers, and PMs across multiple time zones, reducing rework and clarifying ownership.
- Designed new AI-tool features through research, data-flow mapping, and iterative prototypes, ensuring design-driven implementation.
- Mentored junior designers to build confidence, improve handoffs, and scale design quality across parallel projects.
- Helped the company speed up feature delivery while maintaining usability and visual coherence across multiple enterprise clients.

## Solink, Lead UI/UX Designer

2018–2021 SECURITY SAAS

Solink provides cloud-based video surveillance and analytics for small and mid-sized businesses. I owned the full UI/UX practice, from defining deliverables and mentoring developers to establishing design as a core part of the company's identity.

### Key Contributions

- Led all UX initiatives, from discovery to delivery, introducing design thinking across departments.
- Created a company-wide design system that unified visual patterns and sped up design handoff to engineering.
- Developed KPI frameworks to measure UX impact and communicate design value to leadership.
- Collaborated daily with engineering, running design reviews and prototype testing that aligned teams and improved quality.
- Mentored developers on best-practice UI principles and CSS architecture, improving the fidelity and consistency of front-end output.

## Fusebill, Lead UI/UX Designer

2016–2018

FINTECH

SAAS

Fusebill is a subscription billing and revenue management platform serving SaaS and recurring-revenue businesses. I came in as the sole designer and established a user-centred design practice from the ground up, touching everything from research to production-ready assets.

### Key Contributions

- Led a full UI overhaul of the flagship product, introducing a new template, consistent navigation systems, and a module-by-module refresh that increased user satisfaction and contributed to sales growth.
- Designed and developed high-fidelity prototypes for complex flows and concepts, validating and iterating before handoff, which reduced development time and improved quality at launch.
- Established a repeatable user-centred design process, running whiteboarding, card sorting, and ideation sessions with product and stakeholders to bring consistent, research-backed designs to engineering.
- Conducted user interviews and created proto-personas, journey maps, and user flows that built a new culture of user empathy across the organization.
- Produced production-ready HTML and CSS assets and mentored developers on their use, resulting in more consistent interfaces; also redesigned two support apps and built a theme generator that cut customer onboarding time and costs.

## Macadamian, UX Developer

2013–2016

HEALTH

E-COMMERCE

Macadamian is a design-first product consultancy. I came in as a front-end developer and transitioned fully into UX through hands-on client work alongside some of the best practitioners in the field.

### Key Contributions

- Designed and built high-fidelity prototypes for major healthcare and e-commerce clients alongside product and engineering teams.
- Delivered responsive UI architectures that balanced design intent with production constraints.
- Bridged research insights into concrete interface patterns, accelerating development and validation cycles.

## Earlier Career

*Front-end development across agency and enterprise environments — the foundation for how I think about systems, constraints, and craft.*

## SKILLS

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### AI & Build

Claude Devin Figma MCP Server Agent workflow design Next.js React  
Supabase HTML CSS JavaScript Git VS Code

### Design

Figma FigJam Design Systems Prototyping Journey Mapping  
Information Architecture Interaction Design UX Workshops Usability Testing  
Responsive Design Accessibility Dovetail Heap Hotjar Maze Mixpanel

### Leadership

Team mentorship Design operations Agile Stakeholder management  
Competitive analysis Jira Productboard Google Workspace

## EDUCATION

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Business Information Systems — Fanshawe College, London, Ontario, Canada