

Cory Mckinnon

Senior Product Designer

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📁 [Portfolio](#)

🌐 [Linkedin](#)

🌐 [Dribbble](#)

I help teams turn complex ideas into intuitive products that connect with users and drive measurable business impact.

Cycle, Senior Product Designer

2023-PRESENT

🏥 HEALTH

🚀 SAAS

Cycle is the leading practice-management platform for audiology clinics, transitioning from legacy systems toward a more modern, agile product culture. I've played a key role in that transformation, helping bridge gaps between design, development, and leadership while standing up new processes that actually stick.

Key Contributions

- Built and rolled out a Figma Design System used by our design and product teams to improve consistency and reduce rework across multiple projects.
- Used AI-assisted coding tools to turn mockups into clickable prototypes, creating faster feedback loops with users and internal teams.
- Started and ran new design rituals — daily stand-ups, UX showcases, and a shared Kanban board — that made collaboration clearer and more predictable.
- Partnered with enterprise-level stakeholders to gather feedback and align feature priorities, helping shape a more design-driven roadmap.
- Defined a repeatable design process that balanced research, ideation, and validation, building team confidence and measurable progress over time.

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

2021-2021

 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

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

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Freelance, UI & Front-End Developer

2006-2012 [PROTECT](#) [TELECOM](#)

Worked across agencies and direct clients designing and developing user interfaces for both public and private sectors.

Key Contributions

- Designed and implemented custom UI systems for organizations such as the Canadian Real Estate Association, Kinaxis, Alcatel-Lucent, and Espial.
- Created interactive experiences and responsive layouts that improved usability across early SaaS and intranet products.
- Learned to balance client goals, user needs, and technical constraints, forming the backbone of my product design philosophy.

Xwave & Amita, Front-End Developer

1995-2006 [PUBLIC](#) [PRIVATE](#)

Worked across two technology firms delivering front-end development for public and private clients, including federal departments and early e-commerce platforms. These years shaped my foundation in usability, accessibility, and the craft of translating complex systems into approachable digital interfaces.

Key Contributions

- Designed and developed user interfaces for government and enterprise systems, including knowledge-management and crisis-assistance tools for the Department of National Defence and Foreign Affairs Canada.
- Built and maintained production web applications for corporate and consumer clients, from job-listing portals to early SaaS dashboards.
- Focused on clean, efficient front-end architecture, ensuring usability and performance across multiple browsers and devices.
- Developed an early passion for the intersection of design, development, and user experience, which later drove my transition into product design.

Skills

Design

- Figma FigJam Sketch Adobe XD Dovetail Heap Hotjar Maze Mixpanel Design Systems
- Wireframing Mockups Prototyping Journey Mapping Information Architecture Interaction Design
- UX Workshops & Interviews Usability Testing & Validation Responsive Design Accessibility

Development

- HTML CSS SASS React Sveltekit Supabase Figma MCP Server Git VS Code Windsurf

Management

- Agile Cross-team Collaboration Stakeholder Management Competitive Analysis Mentorship
- Slack Jira Product Board Zoom Google Workspace Microsoft 365

Education

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