

# RANDY MAKO

DESIGN STRATEGY + PRODUCT INNOVATION

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## 01. Experience

### ThoughtWorks

#### NA. DESIGN STRATEGY & PRODUCT MANAGEMENT LEAD

Dec 2018 - Current

Spanning several internal initiatives to elevate ThoughtWorks' product, design and digital delivery while working closely with a spectrum of enterprise clients to champion their digital organizations and rapidly ship meaningful experiences. During this time I defined, managed and scaled product and design teams with a focus on DesignOps, ResearchOps and Product Management (ProductOps). Translated business requirements and organizational goals to practical data driven initiatives. Facilitated the path from innovation to market through several successful product releases and updates. I also mentored five designers and five aspiring product managers and advised three nonprofit clients.

#### SENIOR PRODUCT & EXPERIENCE DESIGNER

Dec 2014 - Dec 2016

Collaborating with a wide range of clients, I built and lead several small product and design teams. Together we promoted the evolution of product strategy, design systems and lean UX practices delivering several successful consumer and business products.

### Freelance

#### FREELANCE UX & PRODUCT DESIGN

2011 - 2013

Weaving into the fabric of Toronto startup life, collaborated with several entrepreneurs and startups as well as mentor an Invention Development Firm. Projects included: Guiide Me, Giftalize, Orchr, Prak-Bench.ca (Later Y-combinator), Mako Invent, Mako Design and early strategy for Turnstyle (Acquired by Yelp).

### Dell Experience Design Group

#### DESIGN MANAGEMENT INTERNSHIP

2009 - 2010

Joined the EDG at Dell for three consecutive design management internships focusing on business client desktops, servers, laptops, and consumer product lines. I directed collaboration between, manufacturers, engineering, design studios. I also applied for two patents and developed a modular manufacturing process.

## 02. Education

Recent

### CodePath

Graduated CodePath's iOS for Designers 2 month intensive class.

MA Graduate

### SCAD

Major Design Management

BFA Undergrad

### SCAD

Major Industrial Design  
Minor Marine Design  
Minor Interaction Design

High school

### Lakefield College

Captain Varsity Rugby  
Captain Varsity Hockey  
Instructor White Water Canoe

**Client examples:** Porsche Digital, Kroger Digital, Planet Fitness, USAA, Mr. Cooper, Telus (CAN), Sonic, Democracy Now!, Moody's Analytics

#### PRODUCT & DESIGN LEAD - EMERGING TECHNOLOGY / OFFERINGS

Dec 2016 - Dec 2018

Responding to the fast pace of technology and innovation, I was sought out to join a small leadership team to build and launch ThoughtWorks' most profitable and successful ventures in the last 10 years. We developed three new strategic consulting offerings that now stand for a considerable portion of NA revenue (~20%); Digital Platform Strategy, Product Innovation and Responsive Organization. Combining these offerings defined ThoughtWorks' framework for Digital Transformation & Organizational Innovation and are widely used to land new clients, upskill consultants and deliver impactful outcomes. I also partnered with the NA Head of Technology to re-empower our core software delivery offering and services.

#### EXPERIENCE DESIGNER

Aug 2013 - Dec 2014

Joining ThoughtWorks as a UX researcher and product designer my role focused on visual design, interaction / information architecture and design research. I partnered closely with product and technology to solve clients complex problems, aid in Social Impact Programs and produce NA's first design portfolio.

### GTA Labs

#### UX DESIGN CONSULTANT

2010 - 2013

I was the sole UX designer collaborating with a wide range of clients, helping them conceptualize and deliver on the foundations of their blooming businesses through user research, visual, interaction and product design. Clients included: My Wine Canada, National Fitness Training, Carbon Exchange International.

### Fulcrum Collaborative

#### DESIGN INTERNSHIP

2008

Designed the 2009-2013 Supra Boats flagship wakeboard models. Contributed to overall shape and presence and down to the minute details to delight owner and rider experiences. My conceptual designs can still be seen in their design language today.