



jordan mcquade • product, ux, motion design

## EXPERIENCE

### SoulCycle

JULY 2019–  
PRESENT

#### Senior Product Designer

I'm responsible for all work involving the SoulCycle iOS app which includes booking, bookmarking, post-class experience as well as optimizations towards the retail experience. This work sometimes involves cross department collaboration to commerce, marketing, legal and creative teams. Some notable projects that I was a part of or a lead on were:

SoulBeat, a post-ride story to reflect how well you performed in class.

SoulCup, a 30 day rider challenge where you are encouraged to ride to specific goal with or without a team, along the way you can win prizes as well as proceeds going to a charity of your choice.

The launching of the SoulCycle at-home bike, .

The re-launching / redesign of the Soul Shop experience.

### SoulCycle

NOV 2018–  
JULY 2019

#### Product Designer

As part of the new iOS app team I collaborated with other designers, project managers, and engineers within the team. I started working on a new design system that would eventually extend to other avenues in the brand like Android app and site.

### Cainkade

OCT 2017–  
NOV 2018

#### Senior User Experience Designer

I focused on delivering solutions for health care, education, automotive, and media-oriented industries. Leading projects from beginning to end, working with user research, information architecture, and expanding and/or refreshing the visual identity of our clients' brands, delivering prototypes (when necessary), but overall, bringing new value to an experience whether its a new product or existing.

### Cainkade

JUN 2015–  
OCT 2017

#### User Experience Designer

I worked with clients within the health care, education, automotive, and media-oriented industries. As a lead or as support I was part of projects which would involve user research, information architecture, visual identity, and prototyping,

### Cainkade

SEPT 2013–  
JUN 2015

#### Junior User Experience Designer

Worked on projects for clients that ranged from proof of concepts to new or full redesigns. I worked within the many processes along the way which include user research, information architecture, identity, and overall design.

### Cainkade

MAY 2013–  
AUG 2013

#### User Experience Design Intern

I had the opportunity to work alongside a team whom was working with many different clients across health care, education, automotive, and media-oriented industries

## SKILLS

### Adobe Creative Suite

After Effects, Illustrator, InDesign, Photoshop, XD

### Invision, Craft, DSM, & Studio

### Rhino 3D & VRAY (Novice level)

### Sketch

### Zeplin

## INTERESTS

Virtual Reality, Accessible Design, Boardgames, Photography, Hiking, Urban Exploring, Running, SoulCycle, Motion Graphics

## EDUCATION

California College of the Arts  
Graphic Design, BFA. May 2014

## CONTACT

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