

BRENT MACINTOSH

Sr User Experience Designer

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[Linkedin profile](#)

EXPERTISE

User experience design

Visual design

Prototyping

Wireframes

Journey mapping

Workflows

Storyboarding

Conceptual illustration

SKILLSET

Figma

Adobe Creative Suite

MS Office

Maze

Ustesting.com

ADDITIONAL KNOWLEDGE

User research

Workshops

Agile environments

Accessibility knowledge

Mentoring

Cursor AI (beginning)

Graphic design

PROFILE

With over 20 years of experience in UX/UI, I thrive on solving complex challenges through thoughtful design. I bring a strategic approach that combines critical thinking, visual communication, and interactive design to create intuitive digital experiences. I collaborate effectively with cross-functional teams in agile environments, quickly adapting to new tools and workflows. My process is grounded in research, data, and accessibility best practices, ensuring solutions are both user centered and inclusive. I tailor my deliverables—whether wireframes, high-fidelity mockups, or interactive prototypes—to clearly communicate ideas and align with the goals of stakeholders, teams, and end users.



EXPERIENCE

Sr User experience designer (Commerce), Adobe; Ottawa — 2017-2025

- Commerce and monetization platform: driving the B2C 'post-purchase' design experience for customer subscription management flows that involve: Change plan, Self-cancel and Wallet.
- Assisted with B2C 'pre-purchase' design for checkout and B2B enterprise commerce experiences.
- Conducted qualitative user testing, presented user experience reviews and gathered A/B quantitative results before releasing live.
- Began experimenting how to introduce AI into the design process (avatars for personas, abstract backgrounds for presentations, prototyping elements).

UX designer (IT), Adobe; Ottawa — 2011-2017

- Client-side, Information Technology experience design (ITx): led design for internal applications, sites and portals used by Adobe employees, that included HR, VP's and developers.
- Created, designed and oversaw implementation for internal Support portal that helped for the sale of enterprise products.

Experience designer (Product design), Adobe; Ottawa — 2007-2011

- Involved in new projects for Social Brand Engagement with a social community setting.
- Continued work in the Enterprise market to define new design guidelines for mobile – adapting the 'Adobe Digital Enterprise Platform' for Android, iOS, Blackberry and Windows mobile (this also included facilitating a short turn around to design an RFP for Health Canada on a smart phone).
- Maintain day to day operations for corporate requests (consulting on UI, producing icons, graphics and UI specifications).
- Working in an agile environment, I contributed to delivery on major product release cycles for application interface and visual design on all Adobe Enterprise Suites, which include the LiveCycle products: Mosaic, Designer, Workbench and Workspace while balancing key stakeholders and product management requests.
- Mentored a summer intern for interaction design who was graduating with his masters in HCI from the University of Michigan.



Interface designer (Product design), Adobe Systems Inc; Ottawa — 2005-2007

- With the acquisition of Macromedia, came new roles in the UI group. Visual designers became conceptual designers and prototypers.



ACCOLADES

I wanted to reaffirm how substantial your contribution has been. In the years we have worked together I have benefited from your design files, from your knowledge base, and from your collaborative spirit. Whatever your next challenge looks like, I know that team will benefit too and I hope they appreciate it. ~ *colleague comments*

I have learned a lot from him during my summer internship and part-time role with them this past semester. I think for the coming semester, my learning outcomes are more on the communication side and how to support a working product with small new use cases. This could be very different from designing a brand-new product because I have to consider what's already there and start from that. ~ *on mentorship with an intern*

Improved the TeleSales team's experience with a deep process design of the VIP customer portal; shifting from 30 to 10 min for the approval and activation process using the new console which resulted in a significant workflow refinement and removal of vendor services. It drove 1/2 million in savings in less than a month ~ *IT project results*

Brent was our de facto visual design and system design lead. It was a role he fell into organically, and once he was there, it was a role we clearly needed. Brent is the type of well rounded UX designer that can handle just about any project thrown his way, big or small, maintaining a positive and inquisitive attitude all the while. ~ *manager comments*

- Coordinated any new icon design from a dedicated icon design team and led the branding effort for each product release
- Provided designs for 2 Acrobat features: Combine Files and Distribute Forms.
- Mentored an HCI intern from Carleton University.

Visual designer (Product design), Adobe Systems Inc; Ottawa — 2002–2005

- Hired on as Visual Designer in the Adobe UI group for the Accelio Server products which involved a complete redesign of all the iconography and a rebrand of the applications to the Adobe brand.
- This included creating new workflow icons, splash screens, welcome panels, autoplays, billboards, and wizards for all of the different Server applications now rebranded to the Adobe LiveCycle Enterprise Suite.
- Directed the production of new icons.
- Facilitated with an AV crew behind the scenes at the corporate users conference in Florida – key team member in the design and operation of the main keynote/technical presentation for the CEO and Tech evangelist.
- Aided in visualizing, integrating and designing a website with a multimedia presentation for a product proposal to the US Dept of Defence under a tight deadline.
- Became Visual design lead for Acrobat and the LiveCycle enterprise suite, to help maintain consistency and quality control.
- Producing icons for all server products while designing and coordinating correct implementation of product branding into the applications.



Web + multimedia designer (Marketing), Accelio Corp; Ottawa — 2001–2002

- Involved with the rebrand of JetForm to Accelio Corporation by supporting the creative direction of the new website and assisted with print design and layout ~ acting as a key team member for the internal website identity and maintenance.
- Implemented the prototype design for a new rebranded employee evaluation form from HR.
- Self-taught the product, 'Accelio Capture Designer' for internal/external form design and layout, keeping on brand with a consistent, professional look and feel.
- Received numerous acknowledgements, awards, and recognitions for going above and beyond as well as being responsible for delegating extra work to other in-house graphic designers.



Web/graphic designer (Marketing), JetForm; Ottawa — 1998–2001

- Hired on contract to JetForm Corporation to work on corporate website and print design for marketing. Full-time within 2 months to work on the corporate website.
- Key team member among other designers and web developers as I designed, rebranded and laid out various internal/external websites: JetForm.com, XFA.org, Partner Toolkit, intranet, Sales & Marketing Toolkit, User Conferences.
- Conceived and assembled numerous executive PowerPoint presentations.
- Assembled layout for Product CD tray-card and liner notes.
- Devised various logos/icons for print, web and presentation usage internally and externally: XFA, e-Venture'99, etc...
- Developed the design and assisted with layout for JetForm's 1999 Annual Report. Constructed various product-demo multimedia presentations for senior executives.
- Assisted in the hiring process and helped train new graphic designers.



- Managed multiple projects with external design agencies along with producing designs for numerous User & Partner conferences, creating the identity of the trade show theme which consisted of PPT slides, booklets, pamphlets, signage, posters, websites, brochures and booth collateral.
- Maintained and help manage design jobs and storage/database for our CD docket library.
- Negotiated with, and oversaw work of printer and paper representatives.
- Collaborated in the launch of a spin-off company from JetForm and designed a live webcast that reflected the website for Formsplanet.com.

EDUCATION

Algonquin College, Ottawa Ontario — Graphic Design diploma, 1996–1998



- Assignments with hands-on field experience designing brochures, stationery, business cards, envelopes, Christmas cards, clipart, logos, article-layouts, posters, magazine cover/spreads, and game packaging.
- Learned proper scanning techniques, developed websites and an interactive digital resume/portfolio.
- Met with potential clients from outside college, to do concept artwork/sketches, using price quote sheets and developed invoices, which also included excursions to various print shops and paper schools.

University of Ottawa, Ottawa Ontario — BFA in Visual Arts degree, 1992–1996



- Educated in art history and practical (drawing, painting, sculpture).
- Assisted on the advertising team: retrieved price quotes, designed, printed and displayed posters for the 1996 Student Art Grad show.