

Rayyan Toh

Hands-on product design lead with a decade of experience in 0-1 product development.

EXPERIENCE

McKinsey & Company — Associate Design Director

July 2021 — Present

San Francisco, CA

McKinsey & Company — Senior Experience Designer

October 2019 — July 2021

Chicago, IL

I lead and execute end-to-end strategy and design for B2B/B2C product development for startups and corporations. Some of the projects I've owned and completed:

- Drove UX and UI redesign for an AI-enabled crop and soil analytics app for industrial farmers, from initial concept to build support. New app saw 5x sustained product usage amongst existing users and 3x increase in new customer adoption vs prior growing season.
- 0-1 product strategy & design of McKinsey's in-house decarbonization accounting and forecasting tool. Collaborated with a cross-functional squad to turn an Excel-based calculation model into a production desktop app, enabling the Sustainability team to complete 1.5x more client engagements vs prior year.
- Product strategy, user research and UX for McKinsey's proprietary GenAI tool; conducted user interviews to identify scope of new features and user interfaces needed. Collaborated with AI/ML and F/E engineers to bring MVP to production.

Seismic — Senior Designer, Wellness

June 2017 — June 2019

Menlo Park, CA

Seismic builds textile-based powered exosuits for consumer wellness and industrial operations. As Senior Designer for the Wellness category I reported directly to the VP of Design, and drove the visual and UX development of exosuit hardware and user interface.

Some accomplishments achieved:

- Mapped out North Star product lifecycle and holistic user experience
- Codified user experience principles for user engagement and interaction with the suit
- Defined an intuitive haptic language for discreet and screenless user-suit controls
- Designed and prototyped physical hardware and textile-to-hardware interfaces; collaborated with softgoods developers, electrical and mechanical engineering to scale for production
- Work contributed to initial sales run in 2018 in NA and Japan, and successful Series A

LUNAR, a McKinsey company — Industrial Designer

August 2015 — June 2017

San Francisco, CA

✉ rayyantoh@gmail.com

in @rayyantoh

🌐 rayyantoh.com
password: rayyan2024

ROLES & RESPONSIBILITIES

Scoping & conducting user research efforts from initial discovery to usability testing

Working closely with cross-functional teams to define product strategy & feature roadmap

Defining UX with user personas, journeys, wireframes and interactive prototypes

Building and maintaining design systems; extending existing patterns and maintaining platform-wide consistency across devices

Creating pixel-perfect design assets & documentation, and working with F/E devs to ship to production

Presenting to executive sponsors

Day-to-day creative direction and management of junior designers and external vendors

EDUCATION & CERTIFICATIONS

B.S. in Product Design

Art Center College of Design

Professional Scrum Master I

Scrum.org

TOOLBOX

Figma	Sketch	Framer
Jira	Qualtrics	Miro
Notion	Solidworks	Blender
Keyshot	MS Office	Keynote
CLO3D		

Created product concepts and user experiences, working with internal and external engineering teams to bring physical products to manufacture and market. Supported project pitches, design presentations, business development and client management.

Projects completed include:

- Defined new design language, ergonomics and enclosure design for a family of next-gen widefield retinal imaging cameras; the design language I established continues to be actively implemented by the client in their current product offerings.
- Physical design for server tower, collaborating closely with client's engineering team to bring distinctive visual branding to production. Product continues to remain part of client's product portfolio.

Idea Couture — Junior Industrial Designer

May 2013 — August 2015

San Francisco, CA

Responsible for translating consumer and client insights into innovative and forward-thinking product concepts. Facilitated cocreation and ideation workshops and interacted and worked directly with client stakeholders.