mac.card

Mackenzie Kopiec

Senior Product Designer

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BASED IN Toronto, ON · Remote

I like making complicated things feel simple. Senior product designer with five years in data-heavy B2B SaaS. I set direction across teams, prototype in code to move decisions, and raise the bar for how designers work, from AI workflows to mentoring.

SKILLS

B2B SaaS · Design systems · Accessibility · User research · Code prototyping · AI agents · Workshops

TOOLBOX

Figma · Claude Code · HTML & CSS · Git

MENTORING

ADPList mentor
1:1 sessions on craft, career growth and working with AI.

Workshop lead
Teach designers to adopt new tools and build technical skills.

EDUCATION

BrainStation
UX Design · 2021

EXPERIENCE

Senior Product Designer · Absorb Software — Nov 2025 – Present

- Lead design across two product teams, partnering with PMs, engineering and stakeholders to set direction on large-scale B2B initiatives.
- Helped build **5+ AI agents** in a suite of 10+, cutting research synthesis from **1–2 days to 3–5 hours** and making coded prototypes **~2× faster** (estimates).
- Drove adoption across the org: **10+ designers** trained through **5+ workshops**, 10+ office hours and 2 company-wide presentations.
- Use code-based prototypes to win buy-in and shape prioritization, and ship UI and accessibility fixes directly in the codebase.

Product Designer II · Flight Centre Travel Group — Oct 2024 – Nov 2025

- Owned end-to-end design for the Onboarding & Configuration team, including self-serve invoicing and user profile management.
- Created a new **design-system table component**, raising usability and accessibility across every portal.
- Shipped travel alert muting, giving users control and reducing notification fatigue.
- Shipped **2 merged PRs** using AI tools, and ran stakeholder workshops to align product direction with business goals.

Product Designer · Port 443 Inc. — Apr 2022 – Oct 2024

- Led the redesign of the in-app website builder, **increasing adoption and significantly reducing complaints**.
- Influenced senior leadership to roll out new features across three products: MyMusicStaff, Tutorbird and AthletaDesk.
- Tightened design–dev collaboration, reducing rework and speeding up releases.
- Ran user research and usability testing to ground decisions in customer needs.

Product Designer · Odd Bunch — Oct 2021 – Apr 2022

- Sole designer: built the foundational design system for consistency and scale.
- Redesigned the website and checkout for a new business model, reducing friction and improving conversion.

Freelance UX/UI Designer — Sep 2021 – Nov 2024

- Designed for startups across industries, including a checkout for Offtryp that **lifted conversions by 20%**.