Mackenzie Kuettel

I'm a product-focused creative. I thrive on creating things people genuinely love and find joy in. My most recent experience has been building and launching multiple zero to one products, where I've owned and executed on every stage of the product lifecycle.

EXPERIENCE

Co-Founder, Product & Design
It's Us Studio, Montreal, QC
May 2023 – Present

- *Belly*: recipe organizer and meal-planning app
  - Own the product end to end, from problem definition and discovery through scope, launch and growth.
  - Collected feedback from 50+ users to understand pain points and user behavior, which led to a full redesign of the app.
  - Grew to 200 users after launch, with an average of 60 weekly active users.
- *Workbench*: job-tracking and client-communication tool for independent jewellers and watchmakers
  - Designed and built a product that is used daily by 8 repair shops across Canada.
  - Build an internal sales tracking tool with claude code.

Wholesale Operations Manager
The Jewellery Clinic, Surrey, BC
Oct 2023 – Feb 2025

- Managed and communicated with wholesale clients, ensuring repairs were completed and sent out on time.
- Led hiring initiative and implemented an onboarding system for new hires.

EDUCATION

Diploma, User Experience Design
BrainStation · Jun – Sep 2022

PROFICIENT IN

Figma ✦ Claude ✦ Notion ✦ Slack
PostHog ✦ Canva ✦ GitHub
Squarespace ✦ Shopify

SKILLS

✦**Product**: discovery and user interviews, problem framing, scoping and prioritization, positioning, specs and bug triage, launch, growth experiments

✦**Design & prototyping**: UX/UI, mobile design, Figma, AI-assisted prototyping (Claude Code)

✦**Communication**: short-form video and blog content, teaching, client relations

✦ Linkedin ✦ Portfolio ✦ Github

Mackenzie Kuettel
Montreal, QC

Phone
604-442-9001

Email
mackenzie.kuettel@gmail.com