

Mike Crawford
Melbourne / Naarm, Australia

me@mikecrawford.co
www.mikecrawford.co

experience

product design (growth) @ canva

July 2021+

Work with cross functional teams across Canva to develop hypotheses, run experiments, and iterate on the product based off what we learn, so far leading to increases to Canva's MAU gain per year by more than 2 million users, and ARR by more than \$1million.

Lead product design efforts for in-product activations during launch events like Droptober and Canva Create, often involving interactive animations.

Work closely with engineers to build personalised experiences that leverage ML models.

Mentor junior-mid level designers and act as a coach/manager for design interns during their internship.

product design @ schoolhouse

Oct 2020 - March 2021 (contract)

Designed initial systems and interfaces, for the first version of the web app.

Contributed basic front-end code to the Next.js web app.

product design @ mathspace

Sept 2018 - Nov 2020

Rapid prototyping of ideas to transform our main product from a supplementary to core learning resource in schools, and pursue grant opportunities in the US.

Led design of the Waypoints continuous assessment tool, and the redesign of student facing parts of the web, iPad and Chromebook apps.

Contributed basic front-end React code to the web app.

education

Graduate Diploma in Science

2015, The University of Sydney

Pure math graduate coursework and a short thesis studying a modern approach to the representation theory of the symmetric groups.

B. Science (Advanced Mathematics)

2012 - 2014, The University of Sydney

Pure and applied math majors.

learning more about

learning

game development

transformative tools for thought

japanese language

myself

tools

a whiteboard // Remarkable

Figma

Browser dev tools

Notion

SQL (via Mode // Metabase // Looker)

Amplitude

Canva

Fullstory

Dovetail

Ustesting.com

Github

React

Anki // Orbit

Soundcloud

