

Thomas McGee

Designer, SaaS Founder, and Creator

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SUMMARY

Full-stack designer and developer with 20+ years building brands, websites, and software products from concept through launch. Founded 5 SaaS products and a service studio, built custom WordPress themes and plugins, and now focuses on modern Next.js applications with AI-assisted workflows.

SKILLS

Design

UI/UX Design, Brand Identity, Wireframing & Prototyping, Book Cover Design, Illustration, Print Design

Development

Next.js, React, TypeScript, Tailwind CSS, SCSS, HTML/CSS, PHP, WordPress

Tools

Figma, Claude Code, Codex, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Final Cut Pro, Capcut, OBS Studio, GitHub

EXPERIENCE

Founder, Makeable Brand LLC

Jun 2024 - Present · Boise, Idaho (Remote)

- Launched 5 SaaS products and dozens of client sites spanning product design, development, branding, and go-to-market

- Owned the full lifecycle across product strategy, UX, development, launch, and positioning for brands including BeyondWP, BoiseWebCo, Startboard, TeachKit, and Radarist

Senior WordPress Developer, Red Edge, LLC

Aug 2022 - Jun 2024 · Remote

- Delivered around 20 client projects ranging from full rebuilds to complete redesigns for political and nonprofit organizations in Washington, DC
- Built custom WordPress themes and plugins for agency clients with deep CMS customization needs across stakeholder-heavy engagements

Founder and Senior Product Designer, NotablePress

Oct 2015 - Apr 2022 · Boise, Idaho

- Founded and grew a WordPress theme and plugin shop serving authors, coaches, and speakers
- Designed and built 12 WordPress themes and 7 plugins across a mix of free and paid products
- Led product design, branding, marketing, support, and development before ultimately selling the business

Video Producer, Delicious Brains

Jan 2021 - Jan 2022 · Remote

- Produced, wrote, voiced, and edited more than a dozen videos for a developer-focused software brand
- Shipped YouTube tutorials and product promos for tools including ACF, with multiple videos reaching 50k+ views and performing more than 10x better than earlier channel content

Brand Designer, WordPress Developer, and Videographer, Rightly & Co.

Jan 2014 - Jan 2021 · Remote

- Ran a full-service freelance studio spanning brand identity, website redesigns, custom WordPress builds, book jacket design, and video production
- Built a 7-year multidisciplinary practice delivering web rebuilds, redesigns, brand systems, interview videos, real estate walkthroughs, and author-facing marketing assets

Senior Graphic Designer, WinePress Group

- Designed hundreds of book covers for print and digital publishing
- Expanded scope over 8 years to include brand collateral, print materials, and author websites

SHIPPED PRODUCTS

- **BeyondWP:** WordPress-to-modern-stack migration service built on Next.js
- **BoiseWebCo:** Web studio focused on custom sites for growing Boise-area businesses
- **Startboard:** Full SaaS redesign including UI, onboarding, dashboard, and marketing site
- **TeachKit:** End-to-end product design for a creator-focused course builder
- **Radarist:** Full brand identity and product design for a solo-friendly project planning tool
- **NotablePress:** Theme and plugin shop serving authors, coaches, and independent professionals

EDUCATION

BFA in Graphic Design, The Art Institute of Seattle