

EXPERIENCED PRODUCT DESIGNER

Senior Product Designer | Design Systems & Transactional Journeys

Accomplished product designer with 14+ years focused on intuitive, data informed, human centered experiences. Skilled at improving user journeys and driving business impact across B2B, B2C, and enterprise products, including native apps, marketing sites, SaaS platforms, and shared design systems. Comfortable partnering with engineering and using Figma and modern AI tools to explore interactions and create clear guidance that helps teams adopt patterns consistently.

PORTFOLIO

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LOCATION

Remote, Canada

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HIGHLIGHTS

Design Systems and Language

- Built and evolved design systems in Figma across logistics, fintech, and SaaS products (Shopify, No Fixed Address/ Questrade, CoreTrust, freelance), with components, patterns, and tokens adopted by multiple product teams.
- Translated system principles into real product experiences—from dense catalog surfaces to multi-step transactional flows—ensuring consistency, accessibility, and minimized fragmentation across surfaces and platforms.

Getty AI Generator & LLM Connector | SaaS (2024 - present)

- Shaped an AI-powered prompting system and LLM connector that behave like a design language layer, defining interaction patterns, states, and safeguards that keep outputs on-brand, legally compliant, and aligned to licensing constraints.
- Used AI tools to support audits and template updates, improving consistency of instruction patterns and enabling teams to adopt new behaviors safely.

CoreTrust | Public Sector site. SaaS | Web (2024 - 2025)

- Shipped CoreTrust’s inaugural public sector website, expanding access and visibility to government buyers
- Contributed to the evolution of customer-facing systems supporting procurement workflows, dense catalog listings, and membership engagement.

Shopify Logistics | Warehouse workflow automation | Robot interaction | Native app (2022 - 2023)

- Led interaction and UI design for warehouse workflows that mirror high-density catalog and cart experiences, and collaborated in Figma to build and evolve design systems for native and web fulfillment tools.
- Defined reusable components, patterns, and states (e.g., lot control, availability, exceptions) that scaled across teams and improved operational clarity and performance.

Questrade Marketing Website | Fintech | Responsive Web (2018 - 2022)

- Conversion increased by 42% in 2018
- Increased Non-branded Search volume by 8%
- Increased qualified leads by 16%
- The website was a large attribution to winning the 2019 Bronze Effie – Finance & Insurance

RECENT EXPERIENCE

Getty Images – Senior Product Designer (AI & Systems)

Aug 2024 – Present | SaaS, AI-generated imagery tools & LLM Connector

- Led UX design for prompt upsampling workflows in Getty’s AI generator, focusing on helping users refine inputs and improve the clarity and quality of generated imagery.
- Defined templates and interaction patterns for different prompt types (e.g., short vs structured inputs), clarifying options and outcomes while preserving user control.
- Partnered with product, engineering, and content teams to shape and iterate on model instruction templates behind the scenes, documenting patterns and constraints so new instruction variants could be validated and rolled out without fragmenting behavior across the system.
- Designed flows and interfaces for the LLM connector that guide users from entering a query through seeing a grid of image/video results sourced from the Getty library, to selecting and downloading the assets they need, with clear feedback at each step.
- Partnered with product, engineering, and legal to define the LLM connector’s role within Getty’s broader AI system, ensuring connector flows and safeguards align with licensing, brand, and design language constraints

CoreTrust – Senior Product Designer

May 2024 – May 2025 | Public sector procurement site & customer portal

- Designed CoreTrust’s first public sector procurement website and customer portal, focusing on multi-step journeys where trust, clarity, and compliance are critical to high-stakes transactions.
- Defined navigation, layouts, and UI patterns for dense, catalog-like listings of suppliers and contracts, improving hierarchy, scanability, and task completion across complex workflows.
- Collaborated closely with product, engineering, and compliance to integrate new components into the existing design language, maintaining cohesion while expanding the system’s expressive range.
- Created reusable flows, templates, and design specs that helped product teams move faster while raising the visual and interaction quality of customer-facing surfaces.

Freelance Senior Product Designer Aug 2023 – Present

- Conceptualizing and designing innovative product solutions, focusing on user-centric design principles
- Created a variety of design artifacts such as user scenarios, task flows, information architectures, wireframes, design systems and creative briefs
- Executing end-to-end design processes, from ideation and prototyping to final product delivery
- Conduct competitor and heuristic analyses to inform design decisions and enhance overall product quality
- Utilize tools such as Figma, to create engaging and functional product designs

Clients & Projects: Dialog Web Application

Shopify Senior Product Designer

Feb 2022 – May 2023 | Warehouse workflow automation, logistics, robot interaction

- Led interaction and UI design for warehouse workflows that mirror high-density catalog and cart experiences (putaway, lot control, inventory management), ensuring clarity and trust in real-time availability states.
- Collaborated in Figma to build and evolve design systems for native and web fulfillment tools, defining reusable components and patterns that scaled across multiple teams and surfaces.
- Designed and shipped the first Lot Control feature, enabling merchants to manage regulated goods with clear substitution logic and transactional confidence throughout fulfillment.
- Delivered workflow enhancements that reduced task completion time and increased throughput, using interactive prototypes and code-adjacent flows to align PM, engineering, and operations..

No Fixed Address Inc UX Lead March 2018 – Feb 2022 | Marketing and Advertising | Digital Solutions

- Led UX for Questrade’s marketing and product surfaces, designing search results, browse grids, and content-rich detail pages that increased conversion by 42% and lifted non-branded search volume
- Defined UI patterns and visual hierarchy for high-density financial information, improving clarity and confidence for users making complex transactional decisions.
- Maintained and evolved design systems across multiple brands (Questrade, Savour Ontario, Options for Homes), ensuring new components aligned with system principles while elevating craft and cohesion.
- Mentored designers and coordinated cross-functional teams, connecting fragmented efforts into cohesive journeys from discovery to account opening.

Brands: Questrade, Cineplex Digital Media, Little Caesars, Savour Ontario, Options For Homes,

PAST EXPERIENCE

Build With Assembly (Prev. Climax Media) Design Lead May 2016 – Feb 2018 | Digital Solutions

Managed a team of UX designers while also spearheading the design discourse with stakeholders and clients. This encompassed gathering comprehensive project requirements, strategizing and orchestrating tasks and deliverables, and executing meticulous user research through the employment of methodologies like usability testing, interviews, and surveys. This process was instrumental in forging cohesive project strategies, establishing information architectures, crafting wireframes, and delineating user journeys.

Brands: Canon Canada, Honda, Drake Hotel

Invivo Senior UX Consultant Jan 2016 – Apr 2016 | Pharma Digital Solutions Agency

Worked on designs specifically tailored to the Pharma industry. This involved gathering insights from interviews with medical professionals, ensuring adherence to Pharma regulations, and conducting user research through methods like usability testing, interviews, and surveys to inform the design of information architecture. Additionally, I created visual representations such as wireframes and prototypes, showcasing the integration of industry-specific standards and best practices.

Brands: Undisclosed Pharma brands NDA conditions

Ariad Communication Information Architect Consultant | Aug 2015 – Jan 2016 | Digital Marketing Solutions

At Ariad Communications, I spearheaded the enhancement of sections within the OTIP RAEO website. My responsibilities included consolidating research findings and turning them into actionable design solutions, developing user personas, structuring the information architecture, creating wireframes, and documenting functional requirements to ensure design precision.

Brands: OTIP (Ontario Teachers Insurance Plan)

Publicis Sapient Information architect July 2014 – Aug 2015 | Marketing and Advertising | Digital Solutions

Played a pivotal role in ideating solutions for design challenges. Organized information structures including systems, website and digital products ensuring seamless navigation and content discovery. Crafted wireframes, prototypes and sitemaps to communicate design concepts and support development.

Brands: Fiat Chrysler Automobiles, Loblaws

EDUCATION

Masters Degree

2011 - 2013 | **Master of Digital Experience Innovation** | University of Waterloo

Bachelors Degree

2005 - 2010 | **Bachelor of Art, w/ Honors | Communications Studies & Film Studies** | Wilfrid Laurier Univeristy



CORE STRENGTHS

Systems Thinking & Product Design

Skilled at seeing how components, patterns, and workflows connect across products and teams, and shaping design languages that scale.

Problem Solving & Strategy

Adept at uncovering user needs and business constraints, framing complex problems, and translating them into clear, testable product directions.

Data-Driven & Empathic Design

Creative approach to solving problems using data-informed insights while aligning design decisions to user needs.

Collaborative Partner

Effective communicator and high-trust team member, comfortable operating across distributed, cross-functional teams.

CORE SKILLS

Design & Systems

Design language systems, UI component libraries, interaction patterns, high-density catalog and search surfaces, multi-step transactional journeys, responsive native and web experiences.

Research & Strategy

Qualitative and quantitative research synthesis, experience audits, competitive analysis, persona and journey work, framing product problems and opportunities, data-informed decision making

Collaboration & Leadership

Cross-functional alignment with PM, engineering, and stakeholders; facilitating critiques and workshops; mentoring designers; operating across distributed teams to connect fragmented efforts into cohesive systems

Tools

- Figma, FigJam & Figma Make (design systems, prototyping, specs)
- AI tools for design (e.g., Claude and similar tools for prompt systems, UI / motion/image exploration, and code-driven prototypes)

Governance & Adoption

Documented component usage guidelines, patterns, and examples to help designers and engineers adopt new design system changes consistently.

AWARDS

2019 Bronze Effie

Questrade
Service: Online trading platform
Work: Redesign
KPI: Increase conversion rate
Role: Lead UX Designer

2021 Heart Award

No Fixed Address Inc
Peer Nominated
Senior UX Designer

CONTACT