

DELEKÈ MOBEE • A

EXPERIENCED PRODUCT DESIGNER

Product & Systems Design Specialist
Native App • Web • SaaS
Remote, Canada

Senior product designer with ~15 years shipping intuitive, data-informed, human-centered experiences across B2B, B2C, and enterprise – native apps, marketing sites, and full SaaS platforms. Known for building trust, influencing stakeholders, and driving business impact.

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01 EXPERIENCE

Getty Images Senior Product Designer Aug 2024 – Present

- Leading design on AI-generated imagery tools, with a focus on Prompt Upsampling to improve prompt quality and model performance; shaped a scalable prompting system that adapts to varied user inputs and improves visual diversity in outputs
- Refine model instruction templates and drive cross-team alignment on the structure and tone of upsampling templates, improving generation accuracy and stylistic fidelity
- Design user flows, wireframes, prototypes, and interaction specs across multiple fidelity levels; conduct competitive research and comparative analysis to inform strategic design decisions
- Collaborate cross-functionally with engineering, content design, and product to align on functionality, feasibility, and intent

CoreTrust Senior Product Designer May 2024 – May 2025

- Designed CoreTrust's first public sector procurement website, aligning with accessibility standards and government-facing usability requirements – expanding access and visibility to government buyers
- Led UX/UI design for key features of the customer experience application portal, optimizing navigation, clarity, and task completion, and evolving customer-facing systems supporting procurement workflows and membership engagement
- Collaborated with product, engineering, and compliance teams to ensure design feasibility and regulatory alignment

Freelance Senior Product Designer Aug 2023 – Present

- End-to-end product design for independent clients – research, information architecture, wireframes, prototypes, and design systems – most notably the Dialog Web Application

Shopify Senior Product Designer Feb 2022 – May 2023

WAREHOUSE WORKFLOW AUTOMATION • LOGISTICS • ROBOT INTERACTION

- Optimized the "Putaway" workflow, cutting completion time by ~2 minutes per task; shipped 3 workflow enhancements that increased productivity and expanded service capabilities
- Designed and shipped the first Lot Control feature in the WMS, enabling business expansion into lot-controlled goods
- Shaped product vision for customer-centric, utilitarian design across the fulfillment network; built Figma design systems for digital and mobile solutions

MARKETING & ADVERTISING · DIGITAL SOLUTIONS | QUESTRADE · CINEPLEX DIGITAL MEDIA · LITTLE CAESARS · SAVOUR ONTARIO · OPTIONS FOR HOMES

- Led a UX team and designed customer-centric experiences that increased conversion across multiple products; partnered with product, engineering, and marketing on goals and timelines
- Questrade marketing website: +42% conversion, +8% non-branded search volume, +16% qualified leads – a key contributor to Questrade's 2019 Bronze Effie (Finance & Insurance)
- Designed and shipped the Savour Ontario and Options For Homes websites

02 EARLIER EXPERIENCE

Build with Assembly

Design Lead · May 2016 – Feb 2018

Managed a UX team and led design discourse with clients – research (usability testing, interviews, surveys), information architecture, wireframes, and user journeys.

CANON CANADA · HONDA · DRAKE HOTEL

Invivo

Senior UX Consultant · Jan 2016 – Apr 2016

Designed pharma-industry solutions informed by clinician interviews and usability research, ensuring regulatory-aligned information architecture.

PHARMA DIGITAL SOLUTIONS AGENCY

Ariad Communications

Information Architect · Aug 2015 – Jan 2016

Enhanced the OTIP RAE0 website – consolidated research into design solutions, developed personas, and structured the information architecture.

OTIP (ONTARIO TEACHERS INSURANCE PLAN)

Publicis Sapient

Information Architect · Jul 2014 – Aug 2015

Organized information structures and content discovery across websites and digital products; crafted wireframes, prototypes, and sitemaps.

FIAT CHRYSLER AUTOMOBILES · LOBLAWS

03 CORE SKILLS

DESIGN

Visual Design · Design Systems · Prototyping · Wireframes · User Flows · Process Flows · Information Architecture

RESEARCH

Data Analysis & Synthesis · Persona Design · User Test Screeners · Reverse Card Sorting · Experience Audits · Competitive Analysis · User Stories

COLLABORATION

Organizing Workshops · White-boarding · Project Planning · Facilitating Design Critique

TOOLS

Figma / FigJam · Sketch · Axure · Procreate · InVision · Balsamiq · Illustrator

04 EDUCATION & AWARDS

Master of Digital Experience Innovation

University of Waterloo · 2011 – 2013

BA (Honours), Communications & Film Studies

Wilfrid Laurier University · 2005 – 2010

2019 Bronze Effie – Questrade

Online trading platform redesign · Lead UX Designer · KPI: conversion rate

2021 Heart Award – No Fixed Address Inc

Peer nominated · Senior UX Designer