

## SUMMARY

Accomplished Product Designer passionate about improving user experience, increasing conversion rates and driving revenue. Equally focused on data driven and human centric design solutions. Proven success at tackling challenging projects within diverse industries, including agencies and enterprises, while specializing in building marketing websites, mobile applications and cutting-edge SaaS products for B2B and B2C categories. Empathic team leader adept at building trust and influencing all stakeholders. Strong communicator known for stimulating collaboration and developing high performance teams.

## EXPERIENCE

### Shopify

Senior Product Designer

Feb 2022 – May 2023

Warehouse automation, logistics, robot interaction, warehouse management.

- Helped shape the overall product vision through design thinking and problem-solving
- Collaborated with cross-functional teams to define and develop innovative digital/mobile solutions, encompassing direction, visuals, and user experience for various product enhancements
- Conducted research to understand user needs and identified opportunities for improvements between robot human interaction
- Assessed complex user interface requirements, ensuring accessibility compliance, and contributed to the development of a visionary approach
- Crafted user tests, prototypes, blueprints, information architectures, user and process flows plus site maps to communicate existing experiences and propose enhancements
- Managed team meetings and effectively tracked and shared project updates, and design decisions
- Utilized user research and feedback evaluations to make informed design decisions.
- Cultivated strong collaborative relationships with stakeholders and team members to foster excellence, teamwork, and coordination
- Maintained consistent, high quality design artifacts by facilitating design review and feedback sessions
- Monitored program/product performance and suggested enhancements as needed
- Reinforced design guidelines and best practices contributing to the iteration of the design system

### No Fixed Address Inc

UX Lead

Mar 2018 – Feb 2022

Full Service Agency | Digital Team Services

- Developed and executed a clear vision and strategy for the overall user experience of a product or service.
- Conducted user research, analyzing market trends, and identifying opportunities for improvement
- Led a team of UX professionals, providing mentorship, guidance and ensuring high performance
- Utilized research insights to inform design decisions and create sticky experiences.
- Collaborated with cross-functional teams, including product managers, engineers, and marketers, to align on project goals, timelines, and requirements
- Produced detailed sitemaps, wireframes, and functional specifications to ensure exactness in development phase
- Effectively communicated UX strategies, insights, and recommendations to stakeholders, including executives, product owners, development teams and clients during quarterly business reviews
- Championed user-centered design principles and CX/UX best practices when considering product improvements

### Climax Media

UX Lead

May 2016 – Feb 2018

Digital Agency | Design Team Services

- 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.

## PRODUCT DESIGN

## CUSTOMER & USER EXPERIENCE

### PORTFOLIO

📄 [delekedesign.com](https://delekedesign.com)

### CORE STRENGTHS

#### Problem Solving

Superb at facilitating conversations to align user needs to business goals.

#### Data - Driven & Empathic Design

Creatively solves problems by leveraging data-driven insights and aligning every design decision to business goals and user needs.

#### Team Player

Effective Communicator who instills trust and open collaboration within teams. Adaptable and able to make everyone feel supported.

### CORE SKILLS

#### Design

Wireframes | Visual Design | User Flows | Information Architecture | Pattern Library | Prototyping

#### 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 | Google Docs | Illustrator | Survey Monkey | Google Analytics | Microsoft Office | Slack | Google hangouts

### AWARDS

#### 2018 Bronze Effie

Questrade  
Service: Online trading platform  
Work: Redesign & Improve conversion  
Role: Lead UX Designer

#### 2021 Heart Award

No Fixed Address Inc  
Peer Nominated  
Senior UX Designer

## EXPERIENCE CONTINUED

### Invivo

User Experience Designer  
Jan 2015 – April 2016 - Contract  
Digital Agency | Design Team Services

- 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.

### Sapient Nitro

Information Architect  
Jan 2014 – April 2015  
Digital Agency | Design Team  
Services

- 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.

## EDUCATION

### Masters Degree

2011 – 2013

- Master of Digital Experience Innovation | University of Waterloo Stratford | 2013 (Human-computer interaction design)

### Bachelors Degree with Honours

2005 – 2010

- Bachelor of Arts, Honors | Communications Studies & Film Studies, Wilfrid Laurier University | 2011

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