

FELIPE SARMIENTO

Design leader with experience in marketing and digital product development.

Business strategist from the user's perspective and needs.

Passionate about decentralization, art, sports, emerging technologies, human interactions, NFTs, and peer-to-peer interactions.

felipe.sarmiento.as@gmail.com
905-407-9489

CURRENT POSITION

Design & Experience Lead

Feb 2019 to Present

Surgical Safety Technologies

Leading overall visual design to deliver high impact, inspiring work that is driven by the needs of the customers.

Key member of the marketing team to ensure a clear communication between marketing sales and product is maintain.

Partnering with Product Management, Engineering, and Data Science to build and deliver on product roadmaps, iteratively, and with an experimental mindset.

Partnering with people from across the company to drive initiatives that improve the impact of our product.

Leverage a human-centered design process to deliver an easy-to-use user interface and user experience.

Research customers, competitors, and products, while working with stakeholders to identify user requirements.

Develop personas, scenarios, user stories, create wireframes, prototypes, and high-fidelity mock-ups.

Develop and implement usability testing and maintain accessibility standards.

Work closely with product managers and marketing to maximize customer success.

EDUCATION

OCAD UNIVERSITY

Graduated 2018

Masters of Design

Thesis topic: UX & Prototyping on Soccer Spectatorship

OCAD UNIVERSITY

Graduated 2015

Bachelors of Design

Thesis topic: UI of human interactions on emerging technology

Minor in Fine Art Photography

SHERIDAN COLLEGE

Graduated 2011

Design & Applied Arts Diploma

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EXPERIENCE CONTINUED

Data Visualization & UX Designer

Nov 2017 to Feb 2019

St. Michael's Hospital

Building interactive and complex data visualizations and analysis tools (e.g., dashboards).

Researching, designing, and testing machine-learning algorithms and programs.

Refining assets based on feedback, ensuring their continuity of accuracy and functionality.

Identifying and gathering relevant and quality data sources to address problems and recommending strategy through testing or exploratory data analysis (EDA).

Integrating and transforming disparate data sources and determining the appropriate data hygiene techniques to apply.

Creative Designer

Feb 2016 to Jul 2016

Beijing Pico

Develop unique, stand-out advertising creative, in video, animation, and still formats.

Lead the design and development of sales pitch decks and update content as needed.

Develop Infographics, tutorials, and other knowledge translation deliverables.

Design interactive landing pages, and other web content for sales and marketing usage.

Manage and prioritize multiple projects simultaneously, from concepts to deliverables.

Graphic Designer

Jul 2014 to Feb 2016

Impact XM

Study design briefs and determine requirements.

Advise clients on strategies to engage target audiences.

Identify the best ways to illustrate and communicate clients' vision while complying with design best practices.

Create designs using illustration, photo editing and layout software.

Work directly with clients to enforce and grow their brand identity by following their brand guidelines and marketing objectives.

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AWARDS & MENTIONS

TIME MAGAZINE

2019

Best Healthcare Inventions of 2019

Lead designer behind the OR Black Box, mentioned as one of the best inventions of 2019 by TIME Magazine.

<https://time.com/collection/best-inventions-2019/5733095/-surgical-safety-technologies-operating-room-black-box/>

OCADU GradEx103

2018

Medal Winner: Inclusive Design

Paper: Inclusive Design as a Source of Innovation:

A Case Study & Prototype on Soccer Spectatorship

<https://www2.ocadu.ca/news/ocad-university-for-gra-dex-103-medal-winners-announced>

CONTINUING STUDIES

BLOCKCHAIN SPECIALIZATION

2021

UNIVERSITY OF BUFFALO - ONLINE

16 weeks

INFORMATION VISUALIZATION

2019

NYU - ONLINE

4 weeks

DESIGN THINKING & INNOVATION

2016

UNIVERSITY OF VIRGINIA - ONLINE

6 weeks

DATA VISUALIZATION

2015

UNIVERSITY OF ILLINOIS - ONLINE

4 weeks

GAMIFICATION

2015

WHARTHON U. PEN - ONLINE

6 weeks

FELLOWSHIPS

NSERC Graduate Student

Sep 2017 to Aug 2018

CREATE DAV Program (Data Analytics & Visualization)

York University - OCAD University - UofT

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SELECTED ART EXHIBITIONS

Ritual Exhibition Seorabal Gallery, Samtan Art Mine, South Korea	<i>May 2018</i>
23kg50lb's Hidden Publication Toronto, Canada	<i>Jul 2016</i>
OFF Festival Bratislava Bratislava, Slovakia	<i>Nov 2014</i>
INTAC Simulation Exhibition Guangzhou, China	<i>Oct 2014</i>
Backlight Photo Festival Tampere, Finland	<i>Sep 2014</i>
Scotiabank CONTACT photography Festival Toronto, Canada	<i>May 2014</i>

COMMUNITY INVOLVEMENT

Web3 Advisor Community and industry advisor for Web3 projects: Hashmasks, Faceless.ooo, Svny2, NiftyTedd	<i>2022, 2023</i>
Member of Senate: OCAD University Graduate student senator & Member of the Joint Senate/Board of Governors Committee	<i>2016, 2017</i>

ACADEMIC PUBLICATIONS

Sellen, K, Goso, N, Sarmiento, F, et al. (2022) Design details for overdose education and take-home naloxone kits: codesign with family medicine, emergency department, addictions medicine and community. Health Expect.

Sarmiento, Felipe (2018) Inclusive Design a Source of Innovation: A Case Study & Prototype on Soccer Spectatorship. [MRP]

Sarmiento, F., & Coppin W.P. (2018). Tactile-interpretation of spatial attributes in a live soccer game. ICSC 2018: 7th International Conference on Spatial Cognition, Rome, Italy, 10-14 September.

Sarmiento, F., & Coppin W.P. (2018). An evolving multimodal sign system for the non-visual and nonaural soccer spectator. IACS3 2018: International Association for Cognitive Semiotics, Toronto, Canada, 13-15 July.

Sarmiento, F., Pidaparthi, H., & Coppin W.P. (2017). Real-time Visual Recap and Game-flow Visualization. IEEEVIS 2017, Phoenix, United States, 1-6 October.