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📍 Toronto, Ontario, Canada

Haaruun Dhubat

Product Designer & Design Technologist

About Me

I'm an experienced and passionate Product Designer and Design Technologist with over 8+ years of experience researching, ideating, and building digital products that achieve short and long-term business goals by collaborating with stakeholders to build/ gather requirements and more. Over the years I've had the opportunity to work on several great products reflecting a variety of domains. From enterprise insurance applications to internally facing cybersecurity apps, I've worked on a variety of dynamic products in agile and lean teams/environments. I leverage my engineering skills and understanding of JavaScript and popular libraries and frameworks like React, to build live/interactive prototypes and collaborate with development/engineering teams to design functionality and problem solve issues.
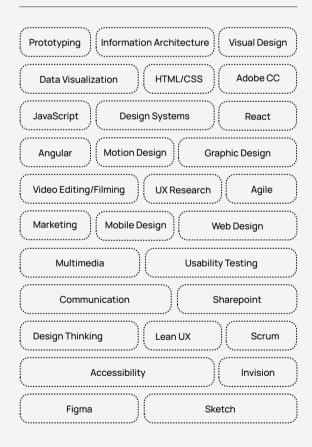
I believe soft skills are important, as such I strive to be an effective problem solver and clear communicator. I'm a team player with a positive attitude and focus.

Education

Ryerson University

Bachelors Degree — Digital Media

Skills

Prototyping • Information Architecture • Visual Design

Data Visualization • HTML/CSS • Adobe CC

JavaScript • Design Systems • React

Angular • Motion Design • Graphic Design

Video Editing/Filming • UX Research • Agile

Marketing • Mobile Design • Web Design

Multimedia • Usability Testing

Communication • Sharepoint

Design Thinking • Lean UX • Scrum

Accessibility • Invision

Figma • Sketch

Social & Learn More

🐦 @haaruund

🖥 Haaruun.me

⬛ Github.com/Haaruun

Work Experience

Principal Product Designer & Digital Lead
ICTC, Toronto, Ontario (September 2020 - Present)

My main focus at ICTC is to build internal design and UX practises and support internal and external facing products and applications. The scope of my responsibilities are broad and have required me to work on building a scalable design system, style guide, UX/Product Design process and more.

- Lead the design of learning tools and applications that led to an overall measurable increase in user sentiment and engagement. It also increased the overall profitability of external facing products.
- Managed and guide junior designers and set measurable and achievable goals.
- Used qualitative and quantitive UX research methods for actionable insights and a better understanding of design output.
- Worked in a interdisciplinary team (with daily scrums and weekly workshops) using different methods for increased productivity including, agile and lean.

Product Design & Design Technology Lead
August 2018 - September 2020

UX Lead
February 2018 - August 2018
Sym-Tech, Toronto, Ontario (February 2018 - September 2020)

At Sam-Tech I was tasked to build native UX practises, lead workshops, gather requirements, build a scalable design systems. I had the opportunity to leverage my development skills making design handoffs efficient. I lead a small team of designers, researchers and technologists setting goals and through collaboration, reaching them.

- Conceptualized prototypes and built a large-scale enterprise app for Volkswagen Canada (VCCI) customers using React, Express, HTML, CSS and more in an agile environment.
- Used Adobe XD and Figma for prototyping/wireframing and for demoing concepts and designs to key stakeholders.
- Lead design thinking sessions/workshops for creative problem solving.
- Conducted UX research using methods like user interviews, journey maps, accessibility evaluations, surveys, and more.

Multimedia & UX Lead
Herjavec Group, Toronto, Ontario (February 2016 - January 2018)

At Herjavec I was tasked to deliver improved user experiences in the many cybersecurity domains the organization operated. I developed an overarching design system. Additionally, I developed internal processes for research, design thinking and our overall design process, juxtaposed with natural internal constraints like resources and time.

- Gathering and evaluating user requirements in collaboration with product managers. Driving the development and communication of clear design guidelines, patterns, libraries, and assets.
- Presenting UX design concepts to the project stakeholders for review and feedback.
- Worked to support and develop designs in Ruby on Rails, Angular and React, HTML, CSS.

UX/UI Designer
Ryerson University, Toronto, Ontario (January 2015 - February 2016)

Worked on experience design (discovery, ideation, prototyping, and testing) and digital strategy/vision for departments across university. Solutions included mobile apps, data visualizations for internal and external stakeholders, sentiment analysis driven experiences and content strategy.

- Created wireframes, site maps, flow diagrams, and hi-fi interactive prototypes under the direction of managers. Participated in designing large-scale enterprise apps and single-page web apps using HTML, CSS, and JavaScript.
- Used Invision and Sketch for rapid prototyping and facilitated user interviews for feedback and iteration.

Digital Developer/UX Designer
Yahoo Canada, Toronto, Ontario (September 2013 - January 2015)

Supported multimedia design and implementation across different editorial verticals. Assisted in the UI and experience design integration efforts of integrating Tumblr into content distribution strategy after Yahoo's Tumblr acquisition. Lead discovery, ideation, prototyping and building efforts.

- Leveraged site analytics to identify opportunities to improve the site experience. CTR increased significantly. Conducted testing to assess user impact of specific UI elements.
- Conducted user research, created storyboards and user personas with the input of key stakeholders. Built UI best practices and standards.

UX/UI Designer/Front-End Developer
Rogers Communications, Toronto, Ontario (December 2011 - September 2013)

Worked and supported digital overhaul effort across Rogers' magazine properties, including MoneySense, Maclean's, and Marketing Magazine. Responsible for shaping and driving meaningful experience and visual design innovation. Also supported development and implementation of design leveraging my development skills.

- Converted hi-fidelity prototypes into production ready assets and products. And I improved SEO for corporate websites following best practices and techniques.
- Developed fully functional responsive prototypes, Web, and Mobile apps based on business requirements using HTML5, CSS3, and JavaScript.