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About Me

I'm an experienced and passionate Product Designer and Design Technology leader 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.

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 & Tools

Prototyping

Usability Testing

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

Information Architecture

UX Writing/Content Design

A/B Testing

Design Thinking

Lean UX

Scrum

Invision

Communication

Accessibility

Sketch

3D

Figma

Framer

WCAG

Git

Social & Learn More

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Haaruun M. Dhubat

Product Designer & Design Technologist

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 practices and support internal and external facing products. The scope of my responsibilities includes building a scalable design system, style guide, UX/Product Design process, interactive prototypes and more. All products met compliance guidelines and accessibility standards like WCAG.

- Led the design of learning tools and applications that led to an overall measurable increase in user sentiment and engagement. It also increased the revenue generated from external-facing products.
- Built interactive prototypes using HTML, CSS, JavaScript, React, Git, and more.
- Used qualitative and quantitative UX research methods for actionable insights and a better understanding of design output.
- Managed junior designers and set measurable and achievable goals using lean and agile methods in an interdisciplinary team with daily scrums and regular workshops.

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 with building native UX practices, leading workshops, gathering requirements, and building a scalable design system. 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 building enterprise apps for Volkswagen Canada (VCCI) customers using React, Express, HTML, CSS, and more in an agile environment. Built a reusable component library as part of the project.
- 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 HG I was tasked with delivering 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 the overall design process, despite many 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, React, HTML, CSS, Git for version control, and Github (Bitbucket for some projects).

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 the 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 enterprise apps and single-page web apps using HTML, CSS, JavaScript, Git, and more.
- Used InVision and Sketch for rapid prototyping and facilitated user interviews for feedback and iterating.

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 efforts of integrating Tumblr into content distribution strategy after Yahoo's Tumblr acquisition. Lead discovery, ideation, prototyping and the development efforts.

- Leveraged site analytics to identify opportunities to improve the site experience. CTR increased significantly. Conducted tests to assess the 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 efforts 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 designs, leveraging my development skills.

- Converted my high-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.