

# Moe Als

## Senior Product Designer

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### Professional Summary

Senior Product Designer with **6+ years** in **B2B, B2C, and SaaS**. I craft intuitive, scalable, user-centric experiences that drive engagement and growth, leveraging UX, research, and interaction design expertise to balance business goals with user needs.

### Work Experience

#### Openlane / Product Designer

08/2024 TO PRESENT, TORONTO, FULL-TIME

- Led UX/UI design for Openlane's marketplace enhancements, increasing conversion rates by 13%, optimizing workflows for 125K+ users, and reducing task completion time by 18% while collaborating across teams to refine platform-wide interactions.
- Managed the standardization of 240+ UI components, improving scalability, consistency, and design clarity across Openlane's ecosystem.

#### Hashtensor / Senior Product Designer

04/2023 TO PRESENT, TORONTO, CONTRACT PART-TIME

- Directed strategy, branding, UX/UI, and market research for AI-driven startups, securing \$9M+ in funding and launching 4+ products by leading end-to-end design from concept validation to scalable solutions while collaborating cross-functionally with developers, product owners, and business stakeholders.
- Built the Hashtensor brand and designed the entire digital experience at Hashtensor.xyz, establishing the company's identity and online presence.

#### Automotive Finance Corporation / Product Designer

04/2022 TO 08/2024, TORONTO, FULL-TIME

- Owned the end-to-end design execution for AFC's platform as the sole product designer, ensuring accessibility compliance for 50K+ MAUs while optimizing workflows and increasing user satisfaction by 20%. Delivered 80+ product enhancements, improving engagement and driving platform efficiency.
- Increased user ratings by +60% and reduced session time by 4.5 minutes by redesigning core workflows and optimizing usability.

#### Apollo / Associate Product Designer

01/2021 TO 09/2022, TORONTO, CONTRACT PART-TIME

- Designed Apollo's first scalable design system, standardizing 60+ UI components to improve consistency, efficiency, and developer collaboration.

#### Mosaic / Graphic Designer & E-commerce Coordinator

09/2020 TO 03/2021, LONDON, CONTRACT FULL-TIME

- Managed UX, branding, and strategy for 20+ e-commerce clients, overseeing a 5-person creative team and optimizing digital storefronts.

#### Moe.xls / Freelance Design Consultant

09/2018 TO 04/2023, LONDON

- Led branding, visual design, and digital strategy for 12+ local healthcare businesses, enhancing brand recognition and engagement by ~35%.

### Core Skills

**Design Software & Tools:** Figma, Figjam, Adobe Suite, Miro, Lucidchart, Google Analytics, Webflow, Vercel, Notion, Loom, Shortcut

**Technical Skills:** Product Design, User Experience Design, User Interface Design, Human Centered Design, Interaction Design, Visual Design, Interactive Prototyping, Rapid Prototyping, User Interviews, Information Architecture, Enterprise Software Design, Design Frameworks, Sketching, Wireframing, User Research, Usability Testing

**Soft Skills:** Design Thinking, Collaboration, Leadership, Communication, Presentation Skills, Time Management, Stakeholder Management, Problem Solving, Attention to Detail, Organization Skills

### Education

#### Maven / Certification

2024 TO 2025, TORONTO  
Advanced Figma workflows, Tokens, design systems, and collaboration for scalable UI/UX.

#### Elvtr / Certification

2023 TO 2024, TORONTO  
Applied AI principles to UX, enhancing AI-driven product design.

#### Coursera / Certification

2021 TO 2022, LONDON  
Learned Google UX fundamentals, including research and prototyping.

#### Fanshawe College / Bachelor's

2017 TO 2020, LONDON  
Studied digital design, UI/UX, and visual communication.