

Moe Als

Product Designer

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PROFESSIONAL EXPERIENCE

SENIOR PRODUCT DESIGNER @ HASHMATRIX

Toronto, Ontario | APR 2023 - Present | Permanent Full-time

- Achieved a **40-80%** increase in accessibility scores through centralized design components.
- Streamlined the design-to-development process, reducing project turnover by **+37%** through ownership of team coordination and insight sharing.
- Drove **\$250K+** in funding by designing investor-facing prototypes and marketing campaigns.

PRODUCT DESIGNER @ OPENLANE

Toronto, Ontario | AUG 2024 - Present | Permanent Full-time

- Increased feature adoption by collaborating with sister companies and internal teams to refine workflows, optimize user interactions, and conduct iterative testing.
- Improved UI consistency across **170+** components by leading standardization efforts, streamlining design patterns, and enhancing visual clarity.
- Boosted user engagement by **13%** through high-fidelity prototyping and motion design, enhancing usability and creating a more dynamic product experience.

PRODUCT DESIGNER @ AUTOMOTIVE FINANCE CORPORATION

Toronto, Ontario | APR 2022 - AUG 2024 | Permanent Full-time

- Led strategic design solutions within multiple divisions. Delivered an **+80%** surge in user satisfaction, reduced average session time by **4.5 minutes**, and ensured **AA A11Y compliance**. Leveraged data-driven design decisions to enhance user engagement for a user base surpassing **50,000 MAU**.
- Partnered with Research, Product Management, and Engineering teams, improving team productivity by **+20%**.
- Facilitated user testing sessions, gathered feedback, and summarized it into actionable insights, boosting business partner buy-in and stakeholder clarity.

UI/UX DESIGNER @ APOLLO

London, Ontario | JAN 2021 - SEP 2023 | Contract Part-time

- Led the design of a responsive education application within a fully remote, cross-functional team, demonstrating collaboration across diverse stakeholders.

DESIGN CONSULTANT @ SELF

London, Ontario, CA | SEP 2018 - Jan 2024 | Contract Part-time

- Collaborated with **12 diverse clients** across multiple industries, implementing user-centric design strategies that drove a **+60%** increase in user engagement and a **+30%** boost in brand visibility.

SUMMARY

Product designer with 5+ years of experience creating user-centered designs that drive accessibility, engagement, and satisfaction. Skilled in high-fidelity designs, wireframes, and prototypes, I deliver solutions that align with business and user needs in B2B, B2C, and SaaS environments. I collaborate across teams to drive engagement, accessibility, and business growth through human-centered design.

SKILL SET

SOFTWARE

Figma, Sketch, Photoshop, Illustrator, Google Analytics, Lucid, Miro, Azure

TECHNICAL SKILLS

User Experience Design, User Interface Design, Visual Design, Interaction Design, Motion Design, Accessible Design, Branding, Design systems, Wireframing, Prototyping, User Research, Design Thinking, Usability Testing, Information Architecture, Cross Team Collaboration, Presentation

EDUCATION

ELVTR – INTRO TO AI PRODUCT DESIGN (APR 2024)

DESIGNERSHIP – INTERACTIVE DESIGN & RESEARCH CERTIFICATIONS

COURSERA – GOOGLE UX DESIGN CERTIFICATIONS (DEC 2021)

FANSHAWE COLLEGE – B.DES IN DESIGN (2017-2021)

4.0 GPA, Dean's List, Honour Role