✓ Design.moexls@gmail.com

2 226.700.7140

PROFESSIONAL EXPERIENCE



PRODUCT DESIGNER @ AUTOMOTIVE FINANCE CORPORATION

Remote | Toronto, Ontario, CA | APR 2022 - Present

Directed strategic design and development efforts for AFC, Openlane, and PAR, ensuring AA A11Y compliance. Achieved a remarkable 60% surge in user satisfaction and a 25% increase in accessibility scores. Effectively collaborated with leadership, offering invaluable insights to foster synergy across departments. Additionally, I organized informative sessions to keep development and design teams updated on design trends and enhancements.

- Employed data-driven optimizations to enhance experiences for a user base exceeding 50,000+ MAU, resulting in a 40% reduction in page load times. Additionally, increased success metrics and shortened user session durations.
- Partnered with cross-functional teams to ensure smooth transitions and integrations of redesigned systems, resulting in a 15% reduction in project delays and improved adherence to project and goal deadlines.

CONSULTING EXPERIENCE



UX CONSULTANT @ HASHMATRIX

Remote | Toronto, Ontario, CA | APR 2023 - Present

Led consulting and product design for start-ups, achieving a 40-80% increase in accessibility scores. Reduced project turnover by 37% and streamlined design-to-development processes through efficient component and design system utilization. Facilitated seamless collaboration among team members by coordinating meetings and sharing insights.

UI/UX DESIGNER @ APOLLO

Remote | London, Ontario, CA | JAN 2021 - SEP 2023

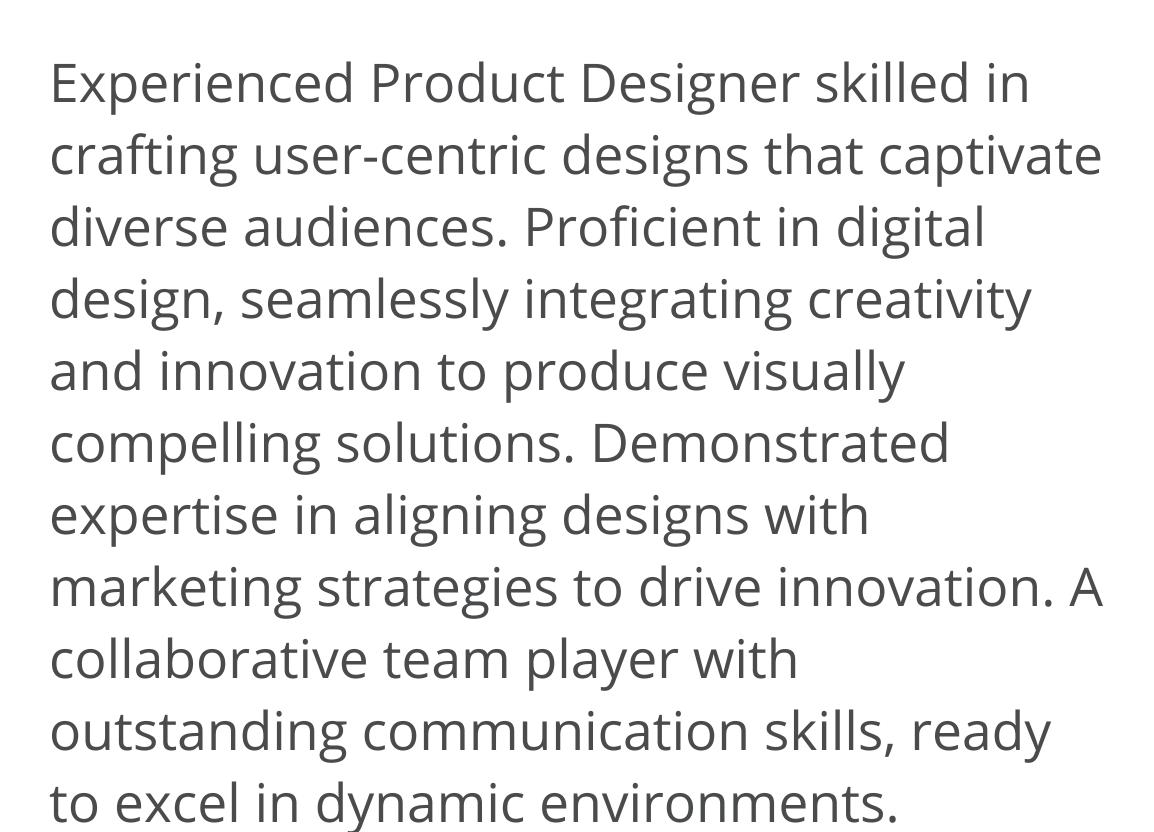
Partnered with project stakeholders to establish design objectives and timelines. Introduced new design guidelines, leading to reduced development costs and quicker task completion. Achieved an 80% rise in positive user ratings during A/B testing.

GRAPHIC DESIGNER

Hybrid | London, Ontario, CA | SEP 2018 - Jan 2024

Led substantial growth for multiple businesses by creating impactful visual assets such as posters and social media campaigns. Additionally, I developed comprehensive brand guides and websites, significantly increasing overall brand presence and performance.

SUMMARY ©



EDUCATION



GOOGLE UX CERTIFICATION

MAR 2021 - DEC 2021

FANSHAWE COLLEGE

SEP 2016 - APR 2019

Advanced Diploma in Graphic Design, GPA: 4.0 | Dean's List, Honour Role

SKILL SET >



SOFTWARE

 Adobe Suite: PS, AI, ID, LR, XD • Affinity Suite: Designer, Photo

• Other: Figma, Sketch, Invision

• Web Apps: User Testing, Google Forms, Lucid Chart, Asana, Slack

ADDITIONAL EXPERTISE

- User Research & Testing
- A/B Testing
- Prototyping & Wireframing
- Interaction Design
- Information Architecture
- Cross-functional Collaboration