James Serez

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Experience

CodeGem
Product Designer
May - Aug 2021

- Led research and design of modernized onboarding flow expected to increase user profiling data by 80%
- Owned end-to-end creation of analytics to provide advanced insights into developer productivity

Arctic Wolf
Product Designer
Sept - Dec 2020

- Designer on new internal task management platform for 10000+ employees, converting stakeholder & user feedback into comprehensive designs via Figma
- Merged customer-facing products into a unified dashboard, reducing 7 platforms to 1 (2nd place finish)

Manulife
UX Designer
Jan - Apr 2020

- Drove product strategy, design and refinement of Manulife's first engineering outreach web platform
- Converted team to agile methodologies to increase project efficiency
- Designed information architecture by modelling user interactions

Purolator
Product Manager
May - Aug 2019

- Project lead and head developer for UI/UX restructure, applying roadmapping and systems thinking skills
- Led cross-departmental initiative to increase efficiency of gathering user feedback

MappedIn
Software Tester
Sept - Dec 2018

- Initiated automated test migration from Sahi to Katalon Studio to add simplicity and increase user comprehension

Bonfire Interactive
Instructional Designer
Jan - Apr 2018

- Owned eCourse development project used by over 1000 clients
- Lead design efforts, hosted feedback meetings and managed tasks using JIRA resulting in successful product launch

Skills

Product & Design
Figma • Sketch • Illustrator
UI/UX Design • Journey Mapping
User Interviews • User Testing
Product strategy • Systems thinking
UX Research • Usability Testing

Software
C++ • Python • Git
HTML • CSS • JavaScript
JIRA • Trello

Projects

Vysio
Reimagining physio rehabilitation through enhanced tracking and comprehensive analytics.
Product & Design Lead.

fingo
Creating financial literacy through iterative exposure to investment markets and metrics.
Owned UI creation and UX modelling.

Arduino LED Game
Applied game design knowledge to create a two player game using Arduino, C++ and digital hardware design.

Education

University of Waterloo
Systems Design Engineering (BASc)
Sept 2017 - May 2022

Hobbies

Writing Music • Piano • Guitar
Volleyball • Basketball • Ping Pong
App Design
Good food (does that count?)