

James Serez

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🌐 in/james-serez

Experience

CodeGem

Product Designer

Internship

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

Internship

Sept - Dec 2020

- Collaborated on new internal task management platform for 1000+ employees, converting stakeholder feedback into comprehensive designs via Figma
- Merged customer-facing products into a unified dashboard, reducing 7 platforms to 1

Manulife

UX Designer

Internship

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 touchpoints by 75%
- Utilized personas, surveys and user testing methods to design information architecture

Purolator

Product Manager

Internship

May - Aug 2019

- Identified need for support desk UI/UX restructure through customer interviews and surveying
- Directed design and development efforts by product roadmapping and tech stack exploration
- Validated prototype via user testing to reveal 75% increase in user satisfaction
- Launched surveying method for gathering user feedback, new standard across all departments

MappedIn

Software Tester

Internship

Sept - Dec 2018

- Initiated migration of automated testing to Katalon Studio to increase team comprehension by 90% and reduce time to create tests

Bonfire

Interactive

Instructional Designer

Internship

Jan - Apr 2018

- Owned eCourse development project used to successfully train over 1000 clients and relieve support
- Led design efforts, hosted feedback meetings and managed tasks resulting in successful product launch

Skills

Product & Design

Figma • Sketch • Illustrator

UI/UX Design • Product strategy

User Interviews • User Testing

Journey Mapping • 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/UX methodology.

Arduino LED Game

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

Education

University of Waterloo

Systems Design Engineering (BAsC)

Sept 2017 - May 2022

Hobbies

Writing Music • Piano • Guitar

Volleyball • Basketball • Ping Pong

App Design

Eating sushi