James Serez

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in/james-serez

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 and metrics to maximize manager insights

Arctic Wolf
Product Designer

May - Aug 2021

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- Owned end-to-end creation of analytics and metrics to maximize manager insights

Manulife
UX Designer

May - Aug 2021

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Purolator
Product Manager

May - Aug 2021

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MappedIn
Software Tester

May - Aug 2021

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Bonfire Interactive
Instructional Designer

May - Aug 2021

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- Owned end-to-end creation of analytics and metrics to maximize manager insights

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

Projects

Vysio

Revamping physio rehabilitation through enhanced tracking and comprehensive analytics.
Owned all product design and UI/UX work

Software

C++ • HTML • JavaScript • CSS • Git

Education

Hobbies