# James Serez

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in 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 72% increase in user satisfaction
- Launched surveying method for gathering user feedback, became the 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 using JIRA 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