ANDREWCEN

Product Designer (UXD/UXR)

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Experience

Product Designer (UX/UI) — **Hybrid**
Questrade — Jun 2024 - Current

- Led end-to-end design of Questrade Pro features, delivering core platform experiences from concept through launch, including global shell, multi-workspace experience, trade flow analytics, and platform notifications.
- Designed and validated complex analytical widgets and system interactions, such as symbol selector, notifications system, and workspace/widget management.
- Partnered cross-functionally with engineering, content, and visual design to produce high-fidelity handoffs, establish scalable IA and file structures, and advance team design processes and standards.

Senior Product Designer (UX) — **Remote**
Best Buy Canada LTD. — Jun 2022 - Feb 2024

- Increased qualified user lead generation and user base, contributing to 500 million dollar growth value for FY24, by working with Market Seller Growth team to drive adoption and growth of a B2B analytics and knowledge base platform
- Worked across two pillars within the technology team to design and implement new and existing component solutions across the Best Buy Canada website - Facet definitions, mobile search preview, and proof of concept navigational tiles

Product Designer (UX/UI) — **Remote**
StashUp - Zongo Technologies — Feb 2021 - Mar 2022

- Design sketches and wireframes for mobile fintech budgeting application focusing on product experience and functionality
- Collaborate with off-shore development using Agile methodologies to create and design MVP

Senior Product Designer (UX/UI) — **Toronto, ON**
Rangle.io — Oct 2021 - Jan 2022

- Explored potential methodologies to increase user conversion rates through growth hacking design with client (SurveyMonkey)
- Created new marketplace designs utilizing new design system assets and growth exploration components
- Utilizing design workshops through collaboration between design lead and colleagues to ensure strong deliverables

Skills

UX Methods

Sketches

Personas

Wireframing

Lo-fi/Hi-fi Prototyping

User Flows

User Stories

User Research

Qualitative Methodologies

Usability Testing

A/B Testing

Data Analysis

Software and Tools

Figma

Miro

Adobe CC

Sketch

Zeppelin

Dovetail.ai

Userzoom

Education

Masters of Systems Design Engineering (MASc)
University of Waterloo

Bachelor of Arts - Speech Communication (BA)
University of Waterloo

Hackathons

AI for Good 2019 (1st Place)

Hack the Valley 2019

Hack the Six 2019

HackHarvard 2019