

Deven Sharma

Digital Product & UX Designer

<https://jdeven.github.io/portfolio/>

EXPERIENCE

Unity Lead Product Designer

September 2021 — Present (Full-time)

Toronto, CA

- Created sketches, storyboards, concept mockups, prototypes and high fidelity mockups to communicate our product vision to our internal and external partners, and conduct design reviews with leadership to ensure consistency with the objectives of the project.
- Identified, distilled, and curated common UX patterns to drive design consistency into products to improve the overall user experience and maximize business impact.
- Employed creative thinking to transform complex systems and technologies into intuitive, efficient and engaging product experiences.
- Worked with product, design, user experience research and development leaders to establish and refine product strategy, while setting clear design goals also informed by market analysis, customer feedback, and user research insights.
- Collaborated with other design managers to ensure consistency and consistency of Unity products, while also promoting a culture of innovation, teamwork and inclusion.

ATB Financial Senior Product Designer

June 2022 — October (Freelance / Consulting)

Toronto, CA

- Defined experiences that aligned with organizational & product-level strategies to create a roadmap for milestones and delivery.
- Worked collaboratively with product partners & the development team to craft interactions & tactical plans to meet business goals.
- Transformed validated ideas into high-fidelity artifacts such as mock-ups & documentation so that product / design vision was accurately communicated to developers.
- Built high-fidelity, testable prototypes to be used by potential customers in usability testing sessions.
- Planned the information architecture of product(s), to ensuring a holistic and cohesive cross-journey experience.
- Confidently communicated design decisions to cross-functional team members & stakeholders.

IBM User Experience Designer

March 2021 — April 2022 (Freelance / Consulting)

Toronto, CA

- Produced storyboards, layouts, comps, presentations, graphics, data visualizations, and other design artifacts to modernize the MCCSS product offerings.
- Lead the visual design for enterprise, creating design systems that are modular, repeatable and informed by best practices for use across ministry applications.
- Collaborated with product owners, design researchers and developers to ensure visual design enhances the overall user experience.
- Documented design choices using previous user research, heuristics and usability standards gathered during moderated user feedback sessions.
- Created click-through prototypes to test and validate working hypothesis with users, and incorporate user feedback into designs.
- Demonstrated knowledge of best practices in typography, color theory and iconography and can work with brand and design guidelines.

SKILLS & BACKGROUND

Product Design Toolkit

- Surveys & Stakeholder Interviews
- Usability Testing
- Diary Studies
- SWOT Analysis
- UX Strategy
- Design System Curation
- Documentation Expert
- AODA Compliance

Tools

- Figma
- Protocie
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Procreate

Hobbies

- Guitar & Singing
- Bartending
- Boxing

EXPERIENCE CONTINUED

BMO Financial Senior Product Designer

May 2021 — Sept 2021 (Freelance / Consulting)

Toronto, CA

- Produced holistic design solutions for Nesbitt Burns meant to address the long term product vision, strategy and roadmap that will directly grow revenue, differentiate against the market, drive customer satisfaction, and ensure alignment with overall business goals.
- Lead deeply meaningful engagements with customers to understand their barriers, and used this knowledge to develop a comprehensive customer centric roadmap.
- Partnered with the Product Marketing and Customer Success teams to launch new products and capabilities into the market.
- Distilled quantitative and qualitative research, competitive analysis, and feedback into user centered and relevant design goals.
- Drove creation of customer journeys, UX strategy, and future state visions by translating customer data and insights into design decisions, improvements, and opportunities.
- Ensured use of existing design patterns, style guides, and accessibility guidelines, while contributing to their continuous improvement.
- Balanced business goals, customer needs, and technological capabilities to create solutions that are scalable and future-proofed.

Scotiabank User Experience Designer

April 2020 — May 2021 (Full-time)

Toronto, CA

- Worked closely with Product Owners, business stakeholders, and developers and influence the design decisions to transform wealth management's digital experiences.
- Created the design of user interface specifications, by applying client research, design standards, industry best practices, taking into account strategic business objectives, user needs, systems constraints.
- Participated in design review sessions with project teams, acquiring consensus and getting approvals on designs and documentation.
- Worked with the project managers to ensure that usability deliverables accommodate project timelines, budgets, technical and scope constraints.
- Contributed to the development, maintenance, and continuous improvement of efficient and effective usability methodology/process, documentation, workflow, ROI, metrics and design standards.
- Worked on Scotia iTRADE, ScotiaMcLeod, Private Investment Counsel and Scotiatrust.

HealthTech Connex Inc. User Experience Designer

April 2020 — March 2021 (Freelance / Consulting)

Surrey, CA

- Lead the design of the Neurocatch 2.0 software by establishing a robust design system, complete with UI dashboard, elements and flow.
- Brought to life the vision for the Digital Enterprise transformation within Larkgroup by building and nurturing productive relationships with leaders and executives across business and IT to drive the 'NC2.0' strategy.
- Designed testing harness for collections, aggregation and analysis of user data. This involved producing user interview topic maps, scripts, synthesis and reports.
- Performed in depth user research with target user, facilitating all user research and usability testing in the discovery process.
- Established and built a new report platform (approved by Health Canada) for use with allclinics and doctors under the HealthTech Connex umbrella.

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Innosphere SDG Ltd. User Experience Designer

July 2017 — November 2019 (Full-time)

Guelph, CA

- Lead the creation of consistent experiences across products and platforms through user-centered design processes, including competitor analysis, heuristic evaluations, personas, sitemaps, process flows, wireframes, mock-ups and interactive prototypes.
- Worked closely with product owners, business partners, developers, and data architects to understand business and functional requirements, as well as technical considerations.
- Coordinated design walkthroughs, feedback sessions and usability testing to validate proposed design solutions with stakeholders and end users.
- Ensured consistency across digital experiences and contributed in expanding our library of components, interaction models and style guide.
- Establish relationships with Product Managers to obtain client feedback to incorporate into designs.
- Worked closely with the QA team to ensure CSS files support authorized browsers for all products
- Curated and documented all style guide changes and additions to the UX toolkit.

CYC Labs / Proxy Project Product Designer

April 2016 — May 2017 (Full-time)

Toronto, CA

- Managed the development of the Kia CPO website, by addressing all the client's database needs and providing clear and concise graphical web data.
- Designed the "Lilypad" mobile insurance application using InVision for wireframes and prototyping, Sketch for design and Principle for animation.
- Worked with the creative and design team to develop the Kia Fleet website using HTML, CSS and Javascript.
- Optimized the Kia Fleet website for desktop, tablet and mobile implementations using Sketch, Avocode and GitLab Repository Manager.
- Worked closely with the Creative Lead to ensure all usability and experiential goals are achieved while yielding a visual design that's harmonious with the product's style.
- Sourced, optimized and produced digital content for the Kia Fleet website using Adobe Photoshop and Illustrator.

EDUCATION

B.S. HCI & Environmental Science

September 2006 — June 2012 University of Toronto (UTSC)

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