

Jordan Lipson

EXPERIENCE

CU Blueprint – Product Designer

Nov 2022 – Present / Ottawa

- Leading a team of designers to completely redesign the interface for the non-profit SaaS AlloCanada, an initiative that centralises services for refugees
- Maintaining open communication by presenting weekly updates to internal stakeholders and PMs to ensure project progresses satisfactorily

TOHacks - Social Media Coordinator

July 2022 / Toronto (Remote)

- Created social media content (stories, posts) for a combined Instagram and Facebook following of 3k+ users to drive awareness and interest to one of Toronto's largest hackathons
- Reorganised the entire Figma design system to increase productivity and facilitate developer handoff

Kynza - UX/UI Design Intern

April - July 2022 / Remote

- Performed a heuristic evaluation and a UI audit, identified and documented bugs, conducted usability testing to address pain points
- Created design artefacts such as user flow maps and wireframes, as well as low and high-fidelity prototypes
- Assisted in UX research and analysis
- Presented designs to internal stakeholders
- Adhered to project deadlines and drove the project from ideation to a complete hi-fi prototype within 2 months

BrandEQ - Web Developer Intern

June - August 2020 / Toronto (Remote)

- Redesigned the interface of our client's website to improve aesthetic and accessibility through researching market trends and strategies
- Lead my team to develop the prototype and deliver the final website on time and with tremendous feedback

EDUCATION

Carleton University

Bachelor of Cognitive Science (B.Cog.Sci) Concentration in Computer Science

Sept 2021 - Present / Ottawa

- Minor in German
- Awarded Dean's Honour List 2021-2022
- Awarded and maintained highest renewable entrance scholarship

lipson.design

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Toronto / Ottawa

DESIGN METHODS

Heuristic Evaluation, Journey Mapping, Wireframing, Prototyping, Interaction Design, Product Strategy, User Research, Usability Testing

TOOLKIT

Agile Scrum Methodology

Figma + FigJam, Sketch, Jira, Adobe XD, Photoshop, Illustrator, Canva, Microsoft Office Suite

HTML/CSS, JavaScript, React, Material UI, Python, Java, Git

LANGUAGES

English
French (Bilingual)
German
Spanish

ACTIVITIES

uOttHack 5 (2023)

Innovapost Challenge Winner:
Best Hack to Optimize Delivery Routes

UofTHacks X (2023)

Overall 3rd Place Winner

Technovation Girls 2019

Finalist (Top 4 Senior Teams)