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Hey, my name's Nat.

**I'm a Product Designer
specializing in mobile apps**

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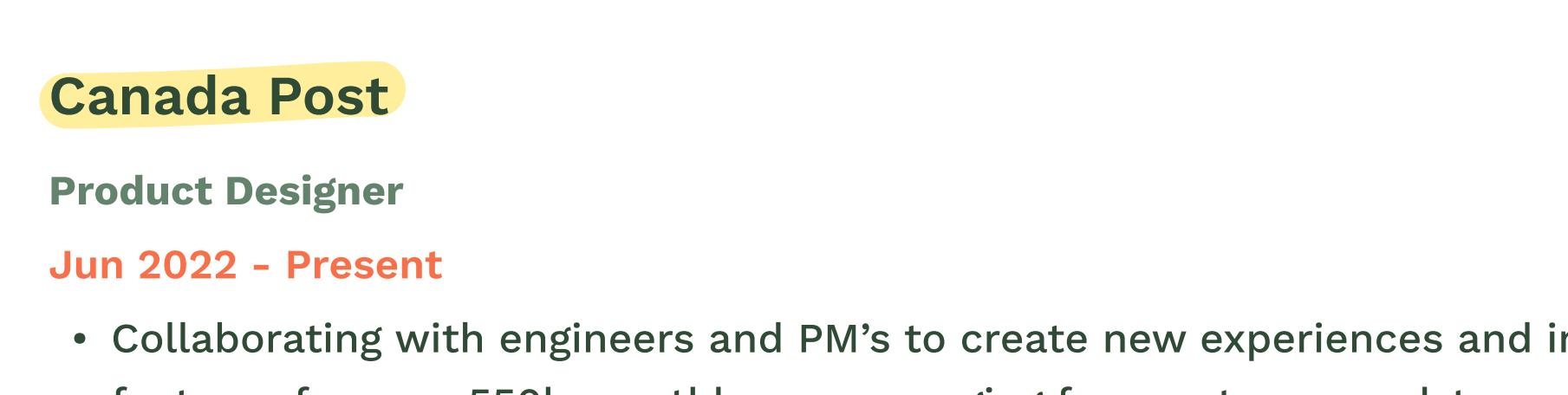
Toronto, ON, Canada

Open to working remote or in-office

Over the past 9 years, I've designed with small, fast-moving teams including Ritual, Jack Health, and Tab for a Cause. My work typically begins with research and discovery alongside PMs, developers, and other stakeholders - uncovering customer problems, validating insights, ideating solutions, prototyping, and delivering production-ready mockups.

Currently at Canada Post, I focus on translating web-only features into seamless mobile, native experiences. Lately, my interests have shifted toward building, as my coding skills grow and AI-accelerated tools like V0 and Cursor enhance my workflow. These tools have not only fueled personal projects but also helped our team at Canada Post prototype with more realism and speed - bringing ideas to life more vividly, earlier.

My tools look like this:



Other software I use:

Miro, Webflow, Jira

My work experience looks like this:

Canada Post

Product Designer

Jun 2022 - Present

- Collaborating with engineers and PM's to create new experiences and improve existing features for our ~550k monthly users, ranging from net new, end-to-end, experiences down to the details of content and interactions
- Part of the core team that has contributed to growing the mobile app user base from 300k mau's to a peak of 600k mau's, and from a 20% signed in user base up to 65%
- Prototyping and building out production-ready mockups
- Managing the design system for the native app, ensuring that new projects follow existing design patterns, and creating new patterns where necessary
- Facilitating cross-functional workshops
- Collaborating with the UX Research team to discover insights that drive design and business decisions
- Ensuring accessibility is at the forefront of everything we spec and build

Proforo

UX/ UI Designer

July 2020 - May 2022

- Lead visual and experience design for Proforo, and their two subsidiaries 1-Hour Coach, and Dailee Fit
- Designed and built web pages for product registration, waiting rooms, and payment flows
- Designed curriculum, and all assets for the 1-Hour Coach UX Course (~30 lessons about best UX/ UI Design practices with interactive exercises in Figma)
- Lead full branding exploration and visual design. Collaborated with illustrators on the team for supporting design assets

Ritual

Product Designer

Feb 2019 - Apr 2020

- Worked on the Acquisition team for the Mobile app designing the sign up/ sign in flow and home feed experience
- Designed landing pages for users registering on the web
- Worked with engineers and marketing specialists to design an internal tool that helped reduce a core workflow time by 90%
- Worked with the growth team to provide visual design assets for advertising

Kitty's

UX/ UI Designer

Apr 2018 - Feb 2019

- Designed and monitored performance of landing pages for various clients
- Designed facebook ads for various clients

Popmetrics

Product Designer

Apr 2017 - Apr 2018

- Lead a small team in realizing their product vision into a working mobile app

• Worked directly with the CTO, CEO and marketing specialist to research, ideate, create and optimize core user flows for the mobile app

• Designed the home page and supporting landing pages

• Designed the entire visual branding

I also work with some clients on my own time:

Tab for a Cause

Product Designer

2021-2024

- Designed the MVP for the team's first native mobile app experience, where we worked collaboratively to open up a new channel and source of revenue and fundraising for them

• Lead research, ideation, and prototyping for new Shortcuts widget on the desktop app

• Lead research, ideation, prototyping for new Search Engine selection feature on desktop app

• Lead full rebranding of Tab for a Cause

• Designed several landing pages under the Tab for a Cause brand (Tab for Cats, Tab for Seas, Tab for Ending Hunger and more)

Barley

Freelance Graphic Designer

2023

- Collaborating with the marketing team to create various engaging, beautiful marketing materials

Jack Health

Freelance UX/ UI Designer

2021

- Provided UX research, design guidance, user flows, wireframes, images, and final spec's for mobile and desktop that contributed to a 13% boost in cart conversion

• Lead a visual and structural redesign of their home page, category page, and product page (all pages across core user flow of selecting a product and paying for it)

• Completed a full site audit, competitive/ market analysis to highlight discrepancies between existing designs and their direct competitors

• Worked with PM to explore design directions for web pages and their visual design based on competitive analysis

• Lead agile process, incorporating design thinking for a couple smaller projects including their Testosterone Replacement Therapy page, and their parent company's (Cover Health) Diabetes page

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Thank you