



Paige Latimer

paigelatimer.ca

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Hi, my name is Paige and I'm a Product Designer living in Kelowna, B.C. I combine logic, data, and practicality with creativity, meaning, and emotion to create designs that help users and businesses accomplish their goals.

Skills

Figma Sketch HTML/CSS JavaScript Storybook Adobe CC HubSpot

Competencies

User Experience Design User Interface Design Usability Testing Wireframing Prototyping

Experience

Product Designer

April 2022 – Present

[Trip Ninja](#)

- Conduct usability testing with Trip Ninja's largest client, Webjet, to determine product improvements and future features
- Create wireframes and UI designs for Trip Ninja's B2B client facing platform, QuickTrip including features such as self sign-up, business analytics, and travel searching and booking
- Collaborate with developers and product managers to assess project outcomes and prioritize future features
- Built the Trip Ninja design system and branding, including compliance to WCAG AAA standards and maintain it
- Created wireframes and UI designs for the redesign of the Trip Ninja public site, resulting in an **increase of booked demos** and overall site traffic

Product Designer/Co-Founder

January 2022 – Present

[ShopHopper](#)

- Conduct usability testing and user research sessions with **30+ users** to determine the product roadmap and prioritize future improvements and features
- Created wireframes and UI designs for the launch of the Mobile App (July 2022) which resulted in **500 downloads** in the first month
- Built the ShopHopper design system and brand, including compliance with WCAG AAA standards and maintain it
- Created user flows and wireframes for the B2B Shopify integration for local retailers, resulting in **20 local retailer partners**

UX Design Specialist

April 2021 – April 2022

[Simply Benefits](#)

- Created user flows, wireframes, prototypes and UI designs for web and mobile features using Figma and Sketch
- Led the redesign of the Simply Benefits Mobile App, including a full UI revamp and usability testing of 15 users, resulting in a **163% increase** in downloads and a **20% increase** in app updates
- Built and maintained the Simply Benefits design system and brand, including compliance with WCAG AAA standards
- Worked with and presented designs to internal and external stakeholders

Education

Bachelor of Media Studies – Minor in Computer Science

September 2017 – April 2021

[University of British Columbia](#)