Emily Sin

Lead Product Designer

Toronto, Canada | Remote-friendly

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Summary

Lead Product Designer with 8+ years of experience designing for complex systems and scientific domains. Expert at transforming large, technical data sets into intuitive, high-impact products. Known for delivering high-quality designs at speed; quickly iterating, validating, and shipping work that meets both user needs and business goals.

Education

BASc., Management Engineering
University of Waterloo
Sep 2012 – Apr 2017

Skills

User Research & Strategy
User testing
User journey mapping
Competitive analysis
Design maturity assessment

Prototyping & Validation
Rapid prototyping
Concept testing

Collaboration & Facilitation
Design workshop facilitation
Multi-party systems design

Complex Systems
Designing for complex data sets
Scientific and technical domains

Tools

Design & Prototyping
Figma   Whimsical
Sketch   Miro
InVision   Mural
Abstract

Frontend & Prototype Code
HTML   v0
CSS   bolt
React

User Research & Analysis
Dovetail   Maze
Fullstory   Looker
Heap

Product Management & Collaboration
Jira   Aha
Monday   Google Slides/Sheets/Docs

Experience

BenchSci
Aug 2020 – Jul 2025
Toronto, Canada
Remote

Lead Product Designer | *Sep 2022 – Jul 2025*
- Led design of a new AI-powered assessment tool from concept to MVP, enabling scientists to evaluate drug targets more efficiently.
- Delivered rapid iterations in collaboration with research and engineering, reducing prototype validation cycles by 50%.
- Facilitated weekly "design jam" sessions to create a safe space for cross-functional team members to review designs, identify challenges early, and build team alignment; regularly curated and shared design best practices (e.g., onboarding principles) to boost team design fluency and engagement.
- Facilitated weekly visual syncs with designers and researchers to improve cross-functional visibility and surface blockers or dependencies early.
- Led weekly design reviews with design team to ensure team alignment, support individual needs, and maintain momentum across initiatives.
- Participated in bi-monthly mentorship sessions with the design manager, building foundational skills in design management and team leadership.

Senior Product Designer | *Jun 2021 – Aug 2022*
- Designed and launched a new product from concept to MVP in just 5 months, working in a fast-paced, cross-functional environment.
- Partnered closely UX research to conduct rapid concept testing, refining the experience to align with user needs and move toward product-market fit.
- Developed a design maturity scorecard to assess and elevate the design practice across the organization.

Product Designer | *Aug 2020 – May 2021*
- Improved successful search outcomes by redesigning search and filtering experiences; owned discovery through user testing to high-fidelity design.
- Led design of a new reagent experience (PCR) on the multi-reagent platform, contributing to platform scalability and scientific relevance.
- Defined core design system principles, helping standardize UI patterns and improve cross-product consistency.

Nulogy
Sep 2017 – Aug 2020
Toronto, Canada
In Office

Product Designer | *Sep 2022 – Jul 2025*
- Designed a versioning feature rolled out to 150+ customers, including enterprise partners.
- Drove early adoption of the design system, improving UI consistency and development speed across the ecosystem platform.
- Led end-to-end design as the sole designer across two product teams, from discovery to delivery.
- Received public praise from the Director of Global Manufacturing Services at Church & Dwight for exceptional user experience and product value.
- Coded and launched Nulogy's developer hiring site (engineering.nulogy.com), validating through user testing and stakeholder interviews.

Ultimate Software
Sep 2016 – Dec 2016
Toronto, Canada
In Office

UX Designer | *Sep 2022 – Jul 2025*
- Redesigned configuration flows for punch clock software, resulting in a measurable reduction in typing errors and input mistakes.
- Simplified complex payroll administration workflows, improving clarity and reducing user friction.
- Collaborated closely with UX researchers to design a manager dashboard based on user insights and task priorities.