Pheak Meas

Design Executive | UX Strategy & Systems Leadership

Driving growth, adoption, and design org scalability

LET'S CONNECT

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LinkedIn: linkedin.com/in/uxmeas
Behance: behance.net/uxmeas
Dribbble: dribbble.com/uxmeas

CORE SKILLS

- UX Leadership
- Design Systems
- Cross-functional Collaboration
- Fintech UX
- Agile Strategy
- Team Mentorship

TOOLS & TECHNOLOGIES

- Figma
- Sketch
- Adobe XD
- Jira
- Confluence
- HTML/CSS (Basic)

UX VALUE THEMES

- Data-informed design
- Conversion & retention
- Systems thinking
- Agile collaboration
- Fintech compliance UX

Available for full-time roles
(Remote or Calgary-based)

SUMMARY

Strategic design leader with 15+ years of experience building and scaling fintech and SaaS platforms. As a founding designer, I led UX strategy and design operations from startup through post-investment growth, delivering measurable impact on user engagement, retention, and platform scalability. Known for creating design systems that accelerate development and mentoring designers into high-performing contributors.

FLAGSHIP PROJECT

Built and scaled Katipult's internal design team, transforming the company from an agency to a public SaaS platform. Defined and implemented a UX strategy that achieved product-market fit within 12 months.

PROFESSIONAL EXPERIENCE

Head of UX/UI

Katipult Technology Corp.

CALGARY, AB | 2020 – 2025

- Set UX vision and led design operations through post-investment growth
- Scaled design team and mentored junior-to-senior level contributors
- Drove a UX overhaul increasing engagement by 30% and reducing churn by 20%
- Built Figma design system that reduced dev handoff time by 40%
- Partnered with engineering and product to deliver 20+ scalable platforms

Lead Product Designer

Katipult Technology Corp. (formerly JOI Media Inc.)

CALGARY, AB | 2014 – 2020

- Transitioned Katipult from agency to SaaS product company
- Designed onboarding flows that boosted adoption by 35%
- Conducted user research to guide UX iterations and roadmap prioritization
- Introduced UX metrics to track design impact on business goals

UX/UI Designer

JOI Media Inc.

CALGARY, AB | 2008 – 2014

- Designed interfaces for client websites and fintech MVPs
- Collaborated with developers to deliver custom web solutions
- Built early component libraries to streamline agency workflows