

Hi, I'm Anabel.

Product Designer.

Experience

Staples — Sr. Product Designer

October 2022 — October 2023

- Led the UX and re-design of User Management for Staples Professional and Order Approvals for Staples Preferred; including competitive analysis, journey mapping, high-fidelity prototypes, and component contribution
- Built the foundation of the component library in Figma and documented component usage guidelines

Springboard — UX & UI Mentor

January 2020 — Present

- Mentoring nine active students and having helped over a dozen students graduate and find jobs
- Reviewing and critiquing student work during weekly 1:1 sessions
- Working with students to define and achieve their goals

The Bay — Sr. Product Designer

October 2021 — August 2022

- Led the UX of the addition of Apple Pay in cart & checkout; including competitive analysis, journey mapping, high-fidelity prototypes, and component contribution
- Led two in-depth design reviews on customer journeys that uncovered a combined 140+ design opportunities; blue-sky concepts accompanied each design review to stretch our creative thinking
- Collaborated with product owners, UX writers, and developers to build product roadmaps

Rogers Communications — Sr. Product Designer

August 2018 — May 2021

- Built the foundation of the component library in Sketch and documented component usage guidelines
- Implemented a governance model that enabled cross-functional teams to contribute effectively to the design system
- Led training sessions for Sketch, Abstract, and design system contribution

About Me

I am a multidisciplinary product designer looking to bring my passion for exceptional design to a collaborative team where I can continue to learn while working on customer-focused products.

Expertise

UX DESIGN

UI DESIGN

VISUAL DESIGN

INTERACTION DESIGN

DATA-DRIVEN DESIGN

ACCESSIBILITY

INFORMATION ARCHITECHTURE

PROTOTYPING

TESTING

RESEARCH

DESIGN SYSTEMS

FIGMA

HTML

CSS

AGILE

SCRUM

KANBAN

Education

Ally Collective — Web Accessibility; the Business Case, Certification

January 2023

Udemy, Liz Brown — How To Design for Accessibility, Certification

January 2023

Fresh Tilled Soil — Growing Design Sprints, Certification

August 2018

George Brown College — Graphic Design, Advance Diploma

September 2012 — April 2015

Seneca College — Digital Media Arts, Diploma

September 2010 — April 2012