

Hi, I'm Anabel.

Product Designer.

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Experience

Springboard — UX & UI Mentor

January 2020 — Present

- Mentoring up to nine active students and have 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

Staples Canada — Sr. Product Designer

October 2022 — October 2023

- Led the re-design of User Management for Staples Professional and Order Approvals for Staples Preferred
- Responsible for journey mapping, creating user flows, designing wireframes & high-fidelity prototypes, contributing to the design system, and presenting to business partners

The Bay — Sr. Product Designer

October 2021 — August 2022

- Led the design of several features within Cart & Checkout; including Apple Pay, estimated delivery, and point redemption
- Led two in-depth design reviews on customer journeys that uncovered a combined 140+ opportunities; blue-sky concepts accompanied each design review to stretch our creative thinking
- Responsible for leveraging data and analytics, conducting competitive analysis, journey mapping, creating user flows, designing wireframes & high-fidelity prototypes, usability testing, and contributing components to the design system
- Collaborated with product owners, developers, and UX writers 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 the re-design of the Small Business Wireless Plans page, including competitive analysis, wireframing, and designing high-fidelity prototypes
- Worked in an agile scrum team supporting enterprise products

Expertise

User Interface Design

I create stunning visuals for responsive websites and mobile apps, including wireframes, high-fidelity mockups, and interactive prototypes.

User Experience Design

I design user-centric products utilizing frameworks such as competitive analysis, personas, jobs-to-be-done, journey mapping, and usability testing.

Design Systems

I build Figma components that enhance the workflow of fellow designers, define usage guidelines, and collaborate with developers to ensure smooth handoff.

Lean & Agile

I work on agile scrum teams, participating in sprint rituals, and adapting agile methodologies to improve cross-functional collaboration.

Skills

VISUAL DESIGN

HUMAN-COMPUTER INTERACTION

PROTOTYPING

WIREFRAMING

USER RESEARCH

JOURNEY MAPPING

INFORMATION ARCHITECTURE

HEURISTIC EVALUATION

USABILITY TESTING

FIGMA

WCAG 2.0

HTML & CSS

AGILE

Education

George Brown College — Graphic Design, Advance Diploma

September 2012 – April 2015

Seneca College — Digital Media Arts, Diploma

September 2010 – April 2012