

ABOUT

Juhi is a product designer who leverages design thinking to distill complex business problems into elegant digital solutions. With 6+ years of experience in corporate, agency, freelance, and startup environments, she prioritizes function as much as form — carefully balancing business objectives, usability, and aesthetics.

SKILLS

Figma

Sketch App

Adobe XD

InVision

Marvel

Ant Design

Design Systems

Prototyping

Design Thinking

Information Architecture

Sitemaps

User Flows

Wireframing

Rapid Iteration

Usability Testing

A/B Testing

Affinity Diagramming

Notion

Slack

Jira

Confluence

Monday.com

Basecamp

Miro

Mural

FigJam

Trello

Asana

Cross-functional Collaboration

Workshop Facilitation

Leadership

Mentoring

■ Technical Skills

■ General UX Skills

■ Collaboration Tools

■ Other Industry Knowledge

WORK EXPERIENCE



Product Designer | RBC

Full-time (Hybrid) | 2023—Present

- Leading product design for a team focused on Consumer Banking's end-to-end Account Open processes on the RBC Mobile App, Public Site, and advisor-facing internal Account Open Tool. Collaborating with research, project management, design, development, and stakeholder teams.
- Led the design process for the Suspend & Resume epic—enabling users to save incomplete account opening application, and resume at a later time.
- Moderated user tests with target demographic, consolidated feedback data into patterned information, presented findings, and iterated accordingly.



Product Design Lead | Flockjay

[View Case Study](#) | Full-time (Remote) | 2021—2022

- Collaborated closely with the CEO and led design for Elevate, a new SaaS product for tech sales teams.
- Took full ownership of Elevate's design, from ideation to UX and pixel-perfect responsive execution. Collaborated cross-functionally with PM & Eng.
- Created the entire design system for Elevate based on [Ant Design](#) components to help developers scale the product.



Product Design Lead—Founding Member | Huddle

Freelance (Remote) | 2021—Present

- Founding team member; collaborated closely with founders, clients, developers, and other stakeholders.
- Led design for 5 early-stage startups and VCs, resulting in excellent feedback from clients and collaborators.
- Outputs included UX/UI designs, brand identity designs, and Webflow development — consistently delivering on time and within budget.



Founder & Lead Designer | Ideate

Self-employed (Remote) | 2020—Present

- Founded and managed Ideate, a Toronto-based boutique design studio, offering varied bespoke design & development services.
- Led & mentored ad hoc teams of designers & developers and managed projects ensuring they were delivered on time and within budget.
- Cultivated a strong client base with high levels of customer satisfaction through a focus on communication, transparency, and collaboration.



Interaction Designer | Fjord

Full-time (On-site) | 2019—2020

- Designed the mobile interface for a new service in banking—[Payment Plans](#)—for MBNA, a division of TD Bank.
- Designed and conducted in-person user tests and feedback analysis to identify pain points and areas of improvement.



UX/UI Designer | Canadian Tire

Full-time (On-site) | 2017—2018

- Played key role in the success of the internal digital flyer as compared to Flipp's results.
- Led the test project northpointshop.ca, generating over \$20,000 in revenue within the first month of website launch.
- Utilized an iterative design approach supported by user testing to improve conversion rates across numerous projects.



Information Architect Microsoft | Microsoft

Capstone Project (On-site) | 2015—2016

- Analyzed the Small-Medium Business (SMB) department's internal process of reporting sales activities and conducted user interviews to pinpoint blockage points in the process. Proposed a new, streamlined reporting process with an in-depth implementation plan.



Graphic Designer | VWR International

Co-op (On-site) | 2014

- Supported the Marketing team by executing designs for a diverse set of deliverables such as flyers, trade show booth designs, website banners, and more.

EDUCATION



RED Academy | Diploma—UX Design Professional

2017



Toronto Metropolitan University | BCom—Business Technology Management

2012—2016