




ANGELO AVERSANO


UI/UX & PRODUCT DESIGNER

I am a product designer who creates design solutions that have a high visual impact. My artistic direction, creative flair and knowledge of industry software allow me to imagine and produce new ideas and concepts.

I have an eye for clean and artful design, possess superior UI skills with an ability to translate high-level requirements into beautiful, intuitive, and functional user experiences.

 aversano.ca

 angelo@aversano.ca

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 Montréal, Québec

 [/angeloaversano](https://www.linkedin.com/company/aversano)

SKILLS

UI/UX DESIGN

PRODUCT DESIGN

PROJECT MANAGEMENT

PROTOTYPING

WIREFRAMING

VISUAL DESIGN

BRANDING

WEB DESIGN

TOOLS

FIGMA

ADOBE XD

SKETCH

AXURE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

BALSAMIO

JIRA

ZEPLIN

WORDPRESS

MIRO

LANGUAGES

English

Professional proficiency

French

Working proficiency

Italian

Working proficiency

EDUCATION

Certificate in Graphic Design

Concordia University

Bachelor of Commerce

Concordia University | Finance Major

REFERENCES

Available upon request.

EXPERIENCE

Tundra Technical Solutions

Toronto, Ontario, Canada

Product Designer @Loblaw Companies Limited

January 2024 - December 2024 | Contract - Full-Time

- Enhanced functionality of Media Aisle Programmatic Advertising application
- Led the design and delivery of an audience creation tool known as Audience Hub, significantly boosting efficiency and usability from initial concepts to polished prototypes and visuals
- Converted loosely defined user stories to clear, actionable solutions and developed detailed user flows for seamless experiences
- Prioritized and managed tasks with guidance, consistently meeting deadlines while delivering high-quality work
- Collaborated cross-functionally with product owners, actively contributing ideas and wireframes for enhancing products and optimizing processes
- Participated in weekly design critiques and worked closely with stakeholders including developers, product managers, and other designers to ensure smooth implementation of designs
- Created, collaborated, and iterated on flows, prototypes, and high-fidelity visuals

Product Designer @Loblaw Companies Limited

June 2022 - December 2023 | Contract - Full-Time

- Modernized the design and functionality of pharmacist's portal
- Presented product design ideas to cross-functional teams and senior leadership
- Collaborated with product teams and the UX team throughout the design process
- Created wireframes, built UI mock-ups and assets for the developers
- Turned conceptual ideas from storyboards into realistic product designs within bi-monthly design sprints
- Established the company's UI standards and made suggestions to improve UI best practices
- Worked effectively with the design team to ensure consistency and adherence to accessibility standards
- Contributed to the development and maintenance of the design system
- Gathered and analyzed feedback from regular usability test findings

Outwitly Inc.

Ottawa, Ontario, Canada

UI Designer @Cambium Networks

November 2022 - July 2023 | Contract - Part-Time

- Revamped the design and enhanced the usability of the Wi-Fi Designer product
- Crafted an intuitive, visually compelling, and polished interface
- Created and presented high-fidelity wireframes to the team and product owners

UI Designer @Greenway Health

December 2021 - April 2022 | Contract - Full-Time

- Improved functionality and usability of EHR product software for Greenway Health
- Created concepts, and prototypes to communicate with team members
- Participated in and reviewed progress during monthly design sprints
- Optimized user interface designs within an existing design system
- Created wireframes, prototypes, and high-fidelity responsive designs that are user-friendly and visually appealing to cross-functional teams of product owners, doctors, and clinicians
- Worked effectively in a collaborative agile global team to create top-performing interfaces

333 Photo & Design

Montréal, Québec, Canada

UI Designer @Alaya Care

July 2021 - December 2021 | Freelance

- Designed new messaging app
- Conceptualized and implemented new designs from storyboards
- Designed interfaces for both iOS and Android applications
- Maintained design consistency via the use of an existing design system
- Created and presented designs to team and product manager

UI & Visual Designer @333 Photo & Design

May 2017 - December 2021 | Freelance

- Presented final ideas and concepts to clients or account manager and modified designs from feedback
- Ensured final graphics and layouts were visually appealing and on-brand
- Prepared rough drafts and presented ideas
- Created visual aspects of marketing materials, websites and other media, including infographics
- Coordinated and discussed creative aspects with other team members working on the project
- Met deadlines while executing design projects
- Was responsible for both developing and producing creative brand designs

UI & Visual Designer @Crowdstaffing

May 2017 - December 2021 | Freelance

- Executed all visual design stages from concept to final hand-off to web developers
- Designed concepts to senior leadership and incorporated feedback to refine and enhance the product experience
- Collaborated on scenarios, end-to-end experiences, and screen designs with Project Team
- Established and promoted design guidelines, best practices, accessibility and standards
- Created landing pages, email templates, and other visual materials that enhance marketing funnels and boost conversion rates
- Worked as part of a team with copywriters, designers, web developers and marketing specialists

Visual Designer @JRTech Solutions

Montréal, Québec, Canada | October 2019 - December 2019 | Contract

- Generated ideas for new web design
- Created wireframes and prototypes
- Executed all visual design stages from concept to final hand-off to web developers
- Created visual aspects of marketing materials, and other media
- Corporate branding

Graphic Designer @BAM Strategy

Montréal, Québec, Canada | December 2017 - May 2018 | Freelance

- Conceptualized visuals based on requirements
- Prepared rough drafts and presented ideas
- Worked with creative director to produce final designs

Senior Graphic Web Designer @NVIBA Media

Montréal, Québec, Canada | March 2010 - February 2016 | Self-Employed

- Supervised and briefed members of the creative team
- Reviewed and approved designs and artwork
- Developed the overall look or style of a brand, product or website
- Developed timelines
- Coordinated all print media jobs
- Presented designs to clients for approval
- Advised on multimedia tactics to promote products