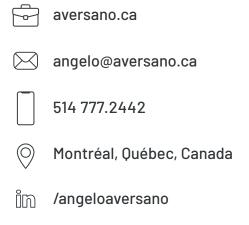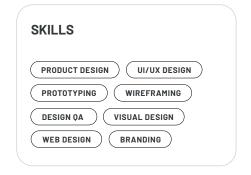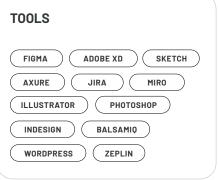**ANGELO AVERSANO**

PRODUCT DESIGNER | UI/UX

With 3+ years of experience in product design, I've focused on crafting thoughtful, user-centered solutions. My work has spanned from developing audience segmentation tools that support programmatic advertising strategies to designing products that enhance efficiency and streamline workflows for healthcare professionals.

No matter the industry, I'm motivated by solving complex problems through intuitive, scalable design. I thrive in cross-functional teams, where collaboration transforms complex ideas into impactful solutions and drives meaningful user experiences.

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/angeloaversano

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.

WORK EXPERIENCE

Tundra Technical Solutions
Toronto, Ontario, Canada

Product Designer @Loblaw Digital
January 2024 - December 2024 | Contract | Full-Time | Remote

Part of the Media Aisle Team at Loblaw Digital, a full-service media platform that offers both managed service and self serve programmatic advertising capabilities for clients.

- Redesigned Audience Hub, an audience creation tool, boosting efficiency and driving a 140% increase in active users from 51 to 120.
- Optimized audience creation workflows, reducing completion time by over 70% from 10 minutes to just 1–3 minutes.
- Introduced real-time attribution reporting, enabling users to generate audience-specific reports instantly with a single click.
- Turned loosely defined user stories into clear, actionable design solutions and intuitive user flows.
- Collaborated closely with cross-functional teams - product owners, engineers, and stakeholders to create design solutions.
- Independently prioritized and delivered work on time, balancing attention to detail with user needs.
- Conducted user interviews to gather insights on user needs and pain points.
- Contributed to weekly design critiques, aligning closely with developers and PMs to ensure smooth implementation.
- Presented design concepts and solutions to stakeholders and senior leadership, aligning teams and gaining approval for crucial product decisions.
- Led design QA efforts and collaborated closely with developers to ensure pixel-perfect, accurate implementation of designs.
- Used Figma to design and prototype interfaces, and Miro to map journeys, brainstorm, and collaborate with cross-functional teams.

Product Designer @Loblaw Technology & Analytics
June 2022 - December 2023 | Contract | Full-Time | Remote

Part of the Pharmacy Systems Team at Loblaw Technology & Analytics, a Canadian retail pharmacy chain operating over 1,300 stores across Canada.

- Redesigned a pharmacist portal to modernize its look and functionality, improving user experience and streamlining workflows.
- Presented design concepts to cross-functional teams and senior leadership, aligning stakeholders around key product decisions.
- Collaborated with product and UX teams to deliver user-centered solutions and maintain a cohesive design approach.
- Produced wireframes, mockups, and design assets to ensure smooth handoffs and timely development.
- Presented design strategies to stakeholders and senior leadership, building alignment across teams and driving consensus on high-impact product decisions.
- Established UI standards and recommended enhancements to improve design consistency and usability.
- Contributed to the design system's evolution creating consistency, scalability, and efficiency.
- Used Figma for design and prototyping, and Jira to manage tasks and align with sprint goals.

Outwitly Inc.
Ottawa, Ontario, Canada

Product Designer @Greenway Health
November 2021 - April 2022 | Contract | Full-Time | Remote

Part of the EHR Software Team at Greenway Health, a HIPAA compliant cloud-based EHR solution enhancing efficiency for healthcare practices by delivering innovative clinical tools.

- Improved usability and efficiency of Greenway Health's EHR software, enhancing the clinician and medical professional experience.
- Designed responsive wireframes, prototypes, and high-fidelity interfaces aligned with accessibility and platform standards.
- Collaborated directly with product owners and healthcare professionals to validate solutions and inform design decisions.
- Maintained visual and functional consistency by enhancing UI components within the existing design system.
- Collaborated within an agile cross-functional global team to deliver high-performing, intuitive interfaces that supported the needs of users and business goals.
- Used Figma for wireframes and high-fidelity designs, and Axure to create advanced interactive prototypes for user testing and complex interactions, ensuring precise design validation.

UI Designer @Cambium Networks
November 2021 - April 2022 | Contract | Part-Time | Remote

Part of the Wi-Fi Designer Team at Cambium Networks, a free tool that helps users design a strong Wi-Fi network for their specific needs.

- Redesigned the Wi-Fi Designer product to improve usability and create a more intuitive experience.
- Delivered an accessible, user-centric interface tailored for a broad audience.
- Produced and presented high-fidelity wireframes, securing alignment with product owners and cross-functional teams.

333 Photo & Design
Montréal, Québec, Canada

UI Designer @Alaya Care
July 2021 - December 2021 | Freelance | Remote

Part of the Design Team at Alaya Care, providing a HIPAA-secure messaging app to improve the way teams collaborated and delivered care.

- Designed a cross-platform messaging app from concept to final UI, delivering a seamless and intuitive experience on iOS and Android.
- Conceptualized and implemented designs from storyboards to final interfaces, translating user needs into effective solutions.
- Collaborated with product managers and teammates through regular reviews, presenting design solutions and incorporating feedback to align with project goals.
- Maintained visual consistency and efficiency by contributing to the existing design system.

UI & Visual Designer @333 Photo & Design
May 2017 - December 2021 | Freelance | Remote

Part of the Design Team at 333 Photo & Design, a creative multimedia company specializing in commercial photography, web design, UI/UX design, graphic design, and videography.

- Led the design and delivery of graphics, layouts, and marketing materials that reflected brand identity and supported client objectives.
- Presented and iterated on concepts based on feedback from clients and account managers, ensuring creative alignment.
- Produced visual assets for websites, social media, and print that strengthened brand messaging across platforms.
- Partnered with cross-functional teams to ensure cohesive project execution from concept to launch.
- Consistently delivered high-quality design work on time, with strong attention to detail.

UI/UX & Visual Designer @Crowdstaffing
May 2017 - December 2021 | Freelance | Remote

Part of the UI/UX Team at Crowdstaffing, a modern hiring platform that allow businesses to build and manage an extraordinary workforce.

- Collaborated with cross-functional teams—including copywriters, developers, and marketers—to deliver user-centered designs.
- Designed high-converting landing pages, email templates, and marketing visuals, significantly boosting conversion rates.
- Presented design concepts to senior leadership and refined solutions based on feedback to elevate the product experience.
- Defined and maintained design guidelines to ensure consistency, accessibility, and adherence to best practices.
- Shaped seamless user journeys by designing user flows and screens aligned with project goals and user needs.

Visual Designer @JRTech Solutions
October 2019 - December 2019 | Contract | Montréal, Québec, Canada

Worked in conjunction with the Marketing Team at JRTech Solutions, the leading North American complete solutions supplier of the world's most reliable electronic shelf labels system.

- Oversaw the entire visual design process for the website project, transforming business objectives and user needs into wireframes, interactive prototypes, and the final UI.
- Delivered polished, high-quality assets through close collaboration with developers during hand-off.
- Designed marketing visuals and contributed to branding initiatives, ensuring consistency and cohesion across platforms.
- Developed new branding, including logo design, typography, and visual assets creating consistent, targeted materials.

Graphic Designer @BAM Strategy
December 2017 - May 2018 | Freelance | Montréal, Québec, Canada

Worked with the Design Team at BAM Strategy, a digital experience agency that cares deeply about making positive impacts on people, businesses and their bottom line.

- Designed and delivered visuals that aligned with project requirements, brand identity, and user goals.
- Created and presented drafts, refining concepts based on feedback from the creative director and stakeholders.
- Collaborated with the team to produce final designs that met both client and project objectives.

Senior Graphic & Web Designer @NVIBA Media
March 2010 - February 2016 | Self-Employed | Montréal, Québec, Canada

Partnered in a media agency, steering creative direction and mentoring the design team to produce high-impact work.

- Led and mentored a creative team to deliver high-quality designs aligned with brand standards and project objectives.
- Developed compelling visual identities for brands, products, and websites, ensuring consistency and appeal across all touchpoints.
- Managed project timelines and coordinated print media production, overseeing quality and on-time delivery.
- Presented design concepts to clients, securing approval and ensuring satisfaction throughout the process.