

ANGELO AVERSANO

PRODUCT DESIGNER | UI/UX

EMAIL: angelo@aversano.ca
PHONE: 514 777-2442
LOCATION: Montreal, Quebec, Canada
LINKEDIN: linkedin.com/in/angeloaversano/
PORTFOLIO: aversano.ca

SUMMARY

With over four years of experience in product design, I focus on creating thoughtful, user-centered solutions. My work ranges from building audience segmentation tools for programmatic advertising to designing solutions that make healthcare professionals' workflows smoother and more efficient.

No matter the project, I love taking complicated problems and turning them into simple, scalable experiences. And I thrive in cross-functional teams where collaboration brings ideas to life and leads to work that genuinely helps users.

SKILLS

Product Design, UI/UX Design, Prototyping, Wireframing, Design QA, Visual Design, Web Design, Branding

TOOLS

Figma, Adobe XD, Sketch, Axure, AI Tools, Jira, Miro, Illustrator, Photoshop, Indesign, Balsamiq, Wordpress, Zeplin

LANGUAGES

English: Professional proficiency
French: Working proficiency
Italian: Working proficiency

EDUCATION

Certificate in Graphic Design, Concordia University
Bachelor of Commerce, Finance Major, Concordia University

REFERENCES

Available upon request

WORK EXPERIENCE

UI & Visual Designer

Mips Media – Montreal, Quebec, Canada – Freelance – Remote

January 2025 – Present

- Designed responsive website layouts with a focus on clarity, hierarchy, and conversion.
- Created high-fidelity mockups and interactive prototypes in Figma and Adobe XD.
- Collaborated with developers to hand off assets and ensure accurate implementation of designs.
- Conducted visual refreshes and redesigns to modernize outdated websites and improve usability.
- Maintained client communication, presenting design rationale and gathering feedback throughout the process.

Product Designer

Loblaw Digital – Toronto, Ontario, Canada – Contract – Full-time – Remote

January 2024 – December 2024

- 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.
- Improved workflow efficiency by using AI to structure notes, explore design directions, and prepare stakeholder communication.
- 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 solutions to stakeholders, securing team alignment and approval.
- 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 – Toronto, Ontario, Canada – Contract – Full-time – Remote

June 2022 – December 2023

- 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 leadership to drive alignment and 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.

Product Designer

Greenway Health – Tampa, Florida, USA – Contract – Full-time – Remote

November 2021 – April 2022

- 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 with an agile cross-functional team to deliver intuitive interfaces aligned with user and business needs.
- 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 – Ashburton, United Kingdom – Freelance – Part-time – Remote

November 2021 – April 2022

- 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.

UI Designer

Alaya Care - Montreal, Quebec, Canada - Freelance - Remote

July 2021 - December 2021

- 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 - Montreal, Quebec, Canada - Freelance - Remote

May 2017 - December 2021

- 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 - San Jose, California, USA - Freelance - Remote

May 2017 - December 2021

- 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 - Montreal, Quebec, Canada - Freelance - Remote

October 2019 - December 2019

- 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 - Montreal, Quebec, Canada - Freelance - On-site

October 2019 - December 2019

- 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 - Montreal, Quebec, Canada - On-site

March 2010 - February 2016

- 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.