

Angelo Aversano

Product Designer

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About Me

With five years of experience in product design, I create user-centered solutions across a range of products, including programmatic advertising and healthcare. I specialize in simplifying complex workflows into scalable, intuitive digital experiences, collaborating closely with product managers, engineers, and stakeholders.

Skills

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

Tools

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

AI Tools

ChatGPT, Claude, Figma Make, Cursor, Lovable, Garfield by Loblaw

Languages

English: Professional proficiency

French: Working proficiency

Italian: Working proficiency

Education

Certificate in Graphic Design, Concordia University

Bachelor of Commerce, Finance Major, Concordia University

Work Experience

UI & Visual Designer

Mips Media, Montreal, Quebec, Canada

Freelance / Remote

January 2025 - Present

- Designed and delivered responsive website layouts that prioritized clarity, hierarchy, and conversion.
- Produced high fidelity mockups and prototypes in Figma and Adobe XD.
- Collaborated closely with developers to support smooth handoff and accurate implementation.
- Refreshed and redesigned legacy websites to improve usability and visual consistency.
- Worked directly with clients to present design rationale and gather feedback at key milestones.

Product Designer

Loblaw Digital, Toronto, Ontario, Canada

Contract / Full-Time / Remote

January 2024 - December 2024

- Redesigned Audience Hub to simplify and speed up audience creation, resulting in a 140% increase in active users from 51 to 120.
- Used AI to explore and validate design directions, streamlining audience creation and cutting completion time by over 70 percent.
- Introduced real time attribution reporting so users could generate audience specific reports instantly with a single click.
- Leveraged AI to organize research notes, think through design options, and prepare clear stakeholder ready communication.
- Worked closely with product owners, engineers, and stakeholders to shape and deliver thoughtful design solutions.
- Conducted user interviews to better understand needs, pain points, and opportunities for improvement.
- Led design QA and partnered with developers to ensure designs were implemented accurately.
- Designed and prototyped in Figma, and used Miro to map journeys, brainstorm ideas, and collaborate across teams.

Product Designer

Loblaw Technology & Analytics, Toronto, Ontario, Canada

Contract / Full-Time / Remote

June 2022 - December 2023

- Redesigned a pharmacist portal to modernize its interface and functionality, improving usability and streamlining key workflows.
- Presented design concepts and strategies to cross-functional partners and senior leadership to align on product direction.
- Collaborated with product managers and UX partners to deliver user-centered solutions while maintaining a cohesive design approach.
- Created wireframes, high fidelity mockups, and design assets to support smooth handoffs and on-time development.
- Established UI standards and contributed to the evolution of the design system, improving consistency, scalability, and efficiency.
- Used Figma for design and prototyping, and Jira to manage tasks and stay aligned with sprint goals.

Product Designer

Greenway Health, Tampa, Florida, USA

Contract / Full-Time / Remote

November 2021 - April 2022

- Improved the usability and efficiency of Greenway Health's EHR software, enhancing the experience for clinicians and medical professionals.
- Designed responsive wireframes, prototypes, and high fidelity interfaces aligned with accessibility and platform standards.
- Partnered with product owners and healthcare professionals to validate solutions and inform design decisions.
- Enhanced UI components within the existing design system to maintain visual and functional consistency.
- Worked within an agile, cross functional team to deliver intuitive interfaces aligned with user and business needs.
- Used Figma to design and refine interfaces, and Axure to prototype complex interactions for user testing and 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 deliver a more intuitive user experience.
- Delivered an accessible, user centered interface designed to support a broad range of users.
- Produced and presented high fidelity wireframes, aligning product owners and cross functional teams on design direction.

UI Designer

Alaya Care, Montreal, Quebec, Canada

Freelance / Remote

July 2021 - December 2021

- Designed a cross-platform messaging app, creating a seamless and intuitive experience on iOS and Android.
- Translated user needs into effective solutions, taking designs from storyboards to polished final interfaces.
- Collaborated with product managers and team members, presenting design solutions and incorporating feedback to meet project goals.
- Contributed to the design system to maintain visual consistency and improve design efficiency across the product.

UI, Web & 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 reinforced brand identity and supported client goals.
- Presented and iterated on creative concepts based on feedback from clients and account managers to ensure alignment.
- Produced visual assets for websites, social media, and print, creating a consistent and compelling brand presence across platforms.
- Partnered with cross-functional teams to execute projects smoothly from concept to launch.
- Consistently delivered high-quality design work on time, balancing creativity with attention to detail.

Product & Visual Designer

Crowdstaffing, San Jose, California, USA

Freelance / Remote

May 2017 - December 2021

- Collaborated with copywriters, developers, and marketers to deliver user-centered designs across web and email campaigns.
- 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 improve the product experience.
- Defined and maintained design guidelines to ensure visual consistency, accessibility, and adherence to best practices.
- Crafted user flows and screens that created seamless journeys aligned with project goals and user needs.

Web & Visual Designer

JRTech Solutions, Montreal, Quebec, Canada

Freelance / Remote

October 2019 - December 2019

- Oversaw the visual design process for a website project, translating business objectives and user needs into wireframes and polished final UI.
- Collaborated closely with developers to deliver high-quality assets and ensure accurate implementation.
- Designed marketing visuals and led branding initiatives, including logos, typography, and visual assets, creating cohesive materials across platforms.

Graphic Designer

BAM Strategy, Montreal, Quebec, Canada

Freelance / On-Site

December 2017 - May 2018

- Designed and delivered visuals that supported project goals, reinforced brand identity, and addressed user needs.
- Created drafts and refined concepts based on feedback from the creative director and stakeholders.
- Collaborated with the team to produce polished final designs that met client and project objectives.

Senior Graphic & Web Designer

NVIBA Media, Montreal, Quebec, Canada

Permanent / On-Site

March 2010 - February 2016

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