

# 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.