

Angelo Aversano

Product Designer

Email: angelo@aversano.ca

Phone: +1 514-777-2442

Location: Montreal, Quebec, Canada

LinkedIn: <https://www.linkedin.com/in/angeloaversano/>

Portfolio: <https://aversano.ca/>

About Me

I'm a Product Designer with 5 years of experience, backed by 10+ years in UI, visual, and web design. I love turning complex workflows into simple, intuitive experiences that actually make sense to the people using them. I work closely with product and engineering teams to solve real usability challenges and build scalable, user-centered solutions. My background spans healthcare, recruiting platforms, and programmatic advertising, where I focus on clear information architecture, thoughtful interaction design, and polished visual systems that balance business goals with user needs.

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, Garfieldd 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

- Design and deliver responsive web experiences, modernizing legacy websites to improve usability, accessibility, and visual consistency, driving higher engagement and task success.
- Partner with clients and stakeholders to present design rationale and incorporate feedback, reducing revision cycles and accelerating delivery timelines.
- Create high-fidelity UI designs and interactive prototypes in Figma and Adobe XD to validate solutions and reduce development rework.
- Collaborate closely with developers to ensure smooth handoff and accurate implementation across devices and browsers, reducing UI inconsistencies.

Product Designer

Loblaw Digital, Toronto, Ontario, Canada

Contract / Full-Time / Remote

January 2024 - December 2024

- Led the redesign of an audience query tool, simplifying workflows and increasing active users by 140% while reducing friction in audience creation.
- Applied AI-driven solutions to streamline audience building, cutting creation time by 70% and enabling faster campaign launches.
- Implemented real-time attribution reporting, providing instant performance insights to support data-driven marketing decisions.
- Produced high-fidelity prototypes to validate user flows and gather early feedback, reducing development risk and accelerating alignment.
- Conducted user interviews and applied UX research insights to improve usability, uncover opportunities, and support business goals.
- Collaborated cross-functionally with product, engineering, and stakeholders to deliver scalable, user-centered solutions on time.

Product Designer

Loblaw Technology & Analytics, Toronto, Ontario, Canada

Contract / Full-Time / Remote

June 2022 - December 2023

- Redesigned a pharmacist portal to modernize workflows and improve usability, partnering with product managers to align priorities and roadmap decisions.
- Led the Patient Profile redesign to surface critical patient and medication data, reducing cognitive load and enabling faster clinical decision-making.
- Streamlined Central Fill and Prescription workflows using visual prioritization to reduce errors and improve operational efficiency.
- Owned and evolved the design system by creating reusable components, auditing interfaces for visual, interaction, and accessibility inconsistencies, and ensuring scalable, consistent implementation across the platform.
- Collaborated closely with engineering and stakeholders to deliver user-centered solutions on time and at scale.

Product Designer

Greenway Health, Tampa, Florida, USA

Contract / Full-Time / Remote

November 2021 - April 2022

- Redesigned Greenway Health EHR workflows to improve usability and efficiency for clinicians, streamlining key interfaces to support faster, more accurate decision-making.
- Led Patient Chart Summary redesigns to surface critical patient information in a clear, intuitive layout, reducing errors and accelerating clinician workflows.
- Designed a Direct Messaging Module that allowed clinicians to select and export chart elements quickly, improving communication and operational efficiency.
- Simplified the Add Allergy Module, reducing clicks by ~20%, improving visual hierarchy, and enabling faster, more accurate data entry.
- Produced wireframes, high-fidelity interfaces, and Axure prototypes; validated solutions through user testing and ensured alignment with accessibility and platform standards.
- Collaborated in agile, cross-functional teams with product owners, clinicians, and stakeholders to deliver user-centered solutions on time.

UI Designer

Cambium Networks, Ashburton, United Kingdom

Freelance / Part-Time / Remote

November 2021 - April 2022

- Redesigned Wi-Fi Designer product to improve usability and deliver a more intuitive user experience.
- Developed a user-centered toolbar, organizing key tools and actions to improve workflow efficiency and speed task completion.
- Created and presented high-fidelity wireframes, aligning product owners and cross-functional teams on design decisions and accelerating development timelines.

UI Designer

Alaya Care, Montreal, Quebec, Canada

Freelance / Remote

July 2021 - December 2021

- Designed a cross-platform messaging app for iOS and Android, delivering an intuitive interface that improved caretaker-patient communication and workflow efficiency.
- Built Direct Messaging and structured message states (sent, received, read, edited), reducing errors and ensuring clarity.
- Designed an Announcements feature to centralize updates and reminders, improving team alignment and reducing miscommunication.
- Created wireframes, high-fidelity prototypes, and polished interfaces; validated through user testing and aligned with accessibility standards.
- Owned and standardized UI patterns within the design system, ensuring consistency, scalability, and reduced rework across the app.
- Collaborated with product managers and cross-functional teams to present solutions, gather feedback, and deliver user-centered designs on time.

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, reinforcing brand identity and supporting client goals.
- Presented and iterated on creative concepts with clients and account managers, ensuring alignment and improving campaign effectiveness.
- Produced visual assets for websites, social media, and print, maintaining a consistent and compelling brand presence across channels.
- Partnered with cross-functional teams to execute projects from concept to launch efficiently.
- Consistently delivered high-quality design work on time, balancing creativity with precision and attention to detail.

Product & Visual Designer

Crowdstaffing, San Jose, California, USA

Freelance / Remote

May 2017 - December 2021

- Led the redesign of the Hiring Manager Dashboard, surfacing high-impact metrics with clear hierarchy and trend indicators to accelerate insights and decision-making.
- Evolved Candidate Profiles to prioritize key information and visualize pipeline progression, enabling faster candidate review and hiring decisions.
- Streamlined Job Listings by centralizing open roles and candidate activity, highlighting role details, counts, and progress to help recruiters efficiently track pipelines.
- Designed the Scheduler Module to simplify recruiter availability and meeting coordination, improving flexibility, visibility, and appointment management.
- Collaborated with copywriters, developers, and marketers to deliver user-centered designs across web, email, and platform interfaces, boosting engagement, conversions, and usability.
- Streamlined workflows and structured interfaces to speed data review, decision-making, and platform efficiency.

Web & Visual Designer

JRTech Solutions, Montreal, Quebec, Canada

Freelance / Remote

October 2019 - December 2019

- Designed a responsive website, turning business objectives and user needs into cohesive desktop and mobile UI.
- Built a consistent brand identity across logo, typography, and visuals to reinforce recognition and innovation.
- Designed a digital product showroom to showcase key products and features, helping potential clients quickly understand offerings and value.
- Collaborated closely with developers, providing high-quality design assets and ensuring accurate implementation across platforms.
- Created marketing visuals and branded materials, maintaining consistency and alignment across web, product, and promotional touchpoints.

Graphic Designer

BAM Strategy, Montreal, Quebec, Canada

Freelance / On-Site

December 2017 - May 2018

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

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 objectives.
- Developed compelling visual identities for brands, products, and websites, ensuring consistency across all touchpoints.
- Managed project timelines and coordinated print media production, ensuring quality and on-time delivery.
- Presented design concepts to clients, securing approval and maintaining satisfaction throughout the project lifecycle.