

Angelo Aversano

Product Designer

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About Me

I am a Product Designer with 5 years of experience and 10+ years in UI, visual, and web design. I love turning complex workflows into simple, intuitive experiences. I work closely with product and engineering teams to solve real usability challenges and build user-centered solutions. My background spans SaaS products in healthcare, pharma, recruiting platforms, and programmatic advertising.

Key Accomplishments

- Redesigned an audience builder for a programmatic advertising platform, reducing build time from ~10 minutes to 2-3 minutes (~70% faster) by simplifying query logic and workflow structure. For ~100 active media buyers building audiences multiple times daily, this translates to an estimated 7,700 hours saved annually (~\$385K-\$577K in productivity value), enabling faster campaign setup.
- Streamlined an allergy entry workflow for an EHR platform, reducing time per entry from ~45-60 seconds to ~30 seconds by simplifying inputs and improving visual hierarchy. For clinicians performing this task multiple times daily across a mid-to-large practice, this is estimated to save 900+ hours annually (~\$55K-\$90K in productivity value), reducing administrative burden and allowing more time for patient care.
- Optimized candidate review workflows for a recruiting platform by restructuring profile hierarchy and surfacing key hiring signals upfront, reducing review time from ~2-3 minutes to ~1-2 minutes per candidate. For recruiters reviewing 100+ candidates across multiple roles, this translates to ~8+ hours saved per hiring cycle per recruiter, enabling faster shortlisting, reducing time-to-hire, and improving overall hiring throughput.

Work Experience

Web & Visual Designer

Mips Media, Montreal, Quebec, Canada

Freelance / Remote

January 2025 - Present

Designed and modernized responsive web experiences for client-facing businesses across healthcare, manufacturing, and media industries.

Principle Product Designer

Loblaws Digital, Toronto, Ontario, Canada

Contract / Full-Time / Remote

January 2024 - December 2024

Led the redesign of a core audience builder platform used by corporate media buyers, improving workflow efficiency, usability, and adoption across complex campaign setup tasks.

Key Accomplishments:

- Addressed low adoption and inefficient query-based workflows and drove measurable product impact, increasing weekly active usage from 51 to 120 users (+140%) within 3 months.
- Used AI tools (Claude) to streamline audience creation, reducing build time from ~10 minutes to 2-3 minutes (~70% faster), equating to ~7,700 hours saved annually across ~100 active users.
- Redefined the interaction model by shifting from flexible-but-complex query inputs to a guided, step-based workflow, trading flexibility for clarity to improve usability and adoption.
- Expanded product capabilities by designing real-time attribution reporting, enabling faster, data-driven campaign decisions.
- Led cross-functional collaboration with product and engineering to validate feasibility, iterate on workflow structures, ensuring timely implementation.

Product Designer

Loblaw Technology & Analytics, Toronto, Ontario, Canada

Contract / Full-Time / Remote

June 2022 - December 2023

Redesigned core pharmacist workflows for a healthcare platform used in patient management and prescription processing, partnering within a 4-designer product team.

Key Accomplishments:

- Redesigned patient profile and medication views, helping pharmacists navigate patient history and prescription context more efficiently during high-volume workflows.
- Improved prescription and central fill workflows by introducing clearer visual hierarchy and prioritization, reducing cognitive load across repetitive pharmacist workflows.
- Co-led expansion of the platform design system by introducing reusable workflow components and auditing legacy screens for interaction, accessibility, and visual consistency.
- Partnered closely with product and engineering, aligning on priorities and iterating on solutions within a cross-functional team environment.

Product Designer

Greenway Health, Tampa, Florida, USA

Contract / Full-Time / Remote

December 2021 - May 2022

Redesigned clinician-facing EHR workflows at Greenway Health to improve efficiency, reduce administrative burden, and support faster clinical decision-making in high-volume care environments.

Key Accomplishments:

- Streamlined allergy entry workflow for an EHR platform, reducing task time from ~45-60 seconds to ~30 seconds, saving ~900+ clinician hours annually, reducing administrative overhead and enabling more time for direct patient care in high-volume environments.
- Re-architected patient chart summaries, surfacing critical clinical information to reduce cognitive load and improve speed of interpretation for clinicians.
- Designed a clinician messaging module enabling fast selection and export of chart elements, improving communication workflows across care teams.
- Translated complex clinical and product requirements into validated workflow solutions through prototyping, usability testing, and iterative collaboration with clinicians and engineering teams.
- Collaborated within agile product teams, working alongside product, engineering, and clinicians refining requirements and delivering user-centered solutions under tight timelines.

Product Designer

Crowdstaffing, San Jose, California, USA

Contract / Part-Time / Remote

July 2017 - December 2021

In collaboration with 333 Photo & Design, I designed workflow-heavy recruiting and hiring tools focused on improving decision-making efficiency across dashboards, candidate evaluation, scheduling, and pipeline management systems.

Key Accomplishments:

- Optimized candidate review workflows by restructuring information hierarchy and surfacing high-priority signals upfront, reducing review time from ~2-3 minutes to ~1-2 minutes per candidate and saving an estimated 8+ hours per hiring cycle.
- Redesigned the Hiring Manager Dashboard to surface recruitment bottlenecks and key hiring metrics, enabling faster interpretation of hiring performance.
- Improved job listing visibility, pipeline tracking, and scheduling workflows, reducing coordination friction and supporting faster hiring decisions across recruiting teams.

UI, Web & Visual Designer

333 Photo & Design, Montreal, Quebec, Canada

Contract / Part-Time / Remote

May 2017 - December 2021

Designed digital and visual experiences for clients across healthcare, media, and consumer-facing industries, spanning web, marketing, and brand touchpoints.

Tasks:

- Collaborated directly with clients and cross-functional teams to translate business and marketing goals into cohesive digital and visual design solutions.
- Delivered responsive web layouts, campaign assets, and branded materials while balancing creative direction, production constraints, and project timelines.

UI Designer

Cambium Networks, Rolling Meadows, Illinois, United States

Contract / Part-Time / Remote

September 2021 - November 2021

As a UI Designer at Cambium Networks, I focused on improving interface usability within an easy-to-use online tool for designing indoor and outdoor Wi-Fi networks.

Tasks:

- Redesigned key interface components, improving clarity and reducing friction in configuration workflows, making core tools easier and faster to access and use.
- Built a streamlined toolbar interface, improving navigation efficiency for users working in high-complexity design environments.
- Created and presented high-fidelity UI designs and prototypes, helping reduce engineering revisions and saving development time through clearer implementation planning.

UI Designer

Alaya Care, Montreal, Quebec, Canada

Contract / Part-Time / Remote

July 2021 - September 2021

In collaboration with 333 Photo & Design, I designed communication workflows for AlayaCare's cross-platform messaging product (iOS & Android), improving coordination between caregivers and patients in time-sensitive home care environments.

Tasks:

- Designed core messaging interactions, including message states and delivery feedback, improving clarity and reducing miscommunication across care workflows.
- Introduced an announcements feature to centralize care-team updates, improving information visibility and reducing fragmented communication.
- Contributed to design system consistency by standardizing interaction patterns and reusable UI components across the product experience.

Skills

Experience Design: Product Design, UI/UX Design, User Flows, Wireframing, Prototyping, Design Systems

Visual Communication: Visual Design, Branding, Web Design

Product Collaboration: Cross-functional Collaboration, Stakeholder Management, Developer Handoff, Agile Collaboration

Implementation & Quality: Design QA

Tech Stack

Project Management: Jira

Brainstorming Tools: Miro, FigJam

Design Tools: Figma, Adobe Creative Suite, Sketch

Prototyping Tools: Figma, Axure

AI Tools: Claude, ChatGPT, Cursor, Figma Make

Languages

English: Professional proficiency

French: Working proficiency

Italian: Working proficiency

Education

Certificate in Graphic Design, Concordia University

Bachelor of Commerce, Finance Major, Concordia University