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I've been working in Toronto as a UX professional for over a decade. As for what I do now, let's call it **Design Innovation**.

## 10 years —

Research and design

## 5 years —

Content and product strategy

## 4 years —

Leadership and DesignOps

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## Career highlights.

- Designed the online class and activity schedule used by **YMCA** members all over the Greater Toronto Area
- Redesigned the user experience of the **Nuclear Waste Management Organization** website, which received two W3 Design Awards (for Accessibility in Communication, and Best-in-Category)
- Designed the digital play experience for **Activia's** national Win Within contest
- Defined the user experience of **Dairy Farmers of Canada's** first-ever Design System
- Streamlined the online customer inquiry experience for **Dexcom's** Continuous Glucose Monitoring for markets in Canada, UK and Ireland
- Architected the experience of the flagship **Staples** in-store project builder for customers and employees across Canada
- Led the user experience design of **Borrowell's** mobile app, featuring biometric login and push notifications, which ranks #30 among finance apps, rated 4.8 out of 5 in the App Store and Google Play
- Led the user experience design of **Dick's Sporting Goods'** first-ever Design System for the eCommerce platform
- Compiled a business case for **Appnovation**, a global digital consultancy, to adopt new design tools and expand its offerings to include DesignOps and Design Systems, building out a team and launching internal products as novel IP

## Professional experience.

### **Appnovation —**

July 2020 to present  
Senior Manager, Design Innovation

- Reporting into the VP of Experience, managing 2 senior direct reports
- Building out DesignOps and Design Systems for the organization, hiring practice leads to drive internal initiatives
- Developing accelerator products (IP) for the organization: Design Playbook and White-label Design System
- Pitching, scoping, staffing, and leading projects requiring design support
- Publishing thought leadership content

### **Rangle —**

July 2018 to April 2020  
Experience Design Lead

- Reporting into the VP of Experience Design and Research as the senior team lead and people manager
- Managing a team of 4 direct reports including Product Designers and UX Specialists
- Pitching, scoping, and staffing projects requiring design support
- Kicking off projects and leading key accounts for clients with a design team
- Facilitating workshops and publishing content to represent team capabilities and thought leadership

### **Mirum —**

October 2016 to July 2018  
Experience Architecture & Usability Lead

- Enhancing the UX practice with Agile methodologies and product management
- Establishing reusable templates and documentation standards to expedite delivery and enhance collaboration

### **DentsuBos —**

October 2015 to September 2016  
Creative Technologist & UX Lead

- Reporting into the VP of Digital and Content Development as the agency's UX Lead
- Bridging the gap between Creative and Technology across client engagements
- Championing usability and accessibility standards for the agency

### **FCV Interactive —**

January 2014 to September 2015  
UX Architect

- Solving complex business problems through UX/UI design
- Facilitating research-intensive workshops with Public Sector stakeholders

### **Freelance UX/UI Designer —**

September 2010 to June 2020

- Isobar
- Idea Rebel
- Wholly Veggie

## Education.

**OCAD University** —  
2011 to 2013  
MDes, Master of Design  
— Digital Futures

**University of Toronto** —  
2006 to 2010  
HBSc, Bachelor of Science  
— Psychology  
— Communications, Culture, and IT

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## Thought leadership.

**InVision Partners: Webinar** —  
2020, Co-host  
— Designing a mobile app with an Agile team

**What's your (R)angle?: Podcast** —  
2019, Guest speaker  
— What customer-centric design really means

**Venture Out** —  
2020, Speaker  
— Human-positive design: Towards inclusive  
and empathic experiences

**Miami Ad School** —  
2018 to 2020, Instructor  
— Toolbox: UX'd for it  
— Translate: Strategy to Design

**Design Systems Meetup TO** —  
2019, Speaker  
— The struggle to define components

**OCAD x TVO Media** —  
2013, Instructor  
— User affect and emotion

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## Ask me about...

**Going Agile** —

**Human-positive design** —

**Usability for Design Systems** —

**My UX blog and toolkit for teams** —

**My lean Discovery model** —

**Growth framework for designers** —

**Being a UX instructor** —

**Co-hosting a podcast** —

## Expertise and skills.

### **Discovery and research —**

Talk to stakeholders, talk to users, collect requirements, analyze data, investigate competitors, and then, synthesize it all and formulate a plan.

### **Information architecture —**

Audit the content, organize it, give everything a home, and connect it in meaningful and strategic ways.

### **Experience design —**

Capture scenarios, map out tasks, wireframe touchpoints, and prototype the interactions.

### **Usability testing and iteration —**

Don't leave UX in the hands of the client or designers—find people who represent your personas and have them regularly test the experience. I always push for usability testing in a SOW—it should NOT be considered a luxury line item.

### **Accessibility —**

AA is coming for all of us—achieve WCAG criteria without sacrificing a unique and creative experience. Ask me about some neat and innovative workarounds I've used for a11y.

### **SEO and content design —**

Using hot and trending keywords simply isn't enough—create strategic pathways to content with a robust global approach to naming and tagging that sets your content up for success.

### **Copywriting —**

I push for clear and concise communication, injected with personality to achieve the right tone. It results in better usability. People don't read...unless they have to, so get to the point.

### **Conversion funnel optimization —**

Did you know that showing just an email entry field for a mailing list upfront increases conversion by more than 20%, versus just having a signup CTA? Did you know that less CTAs on a single page results in greater CTR?

### **Legal compliance for marketing —**

I've worked on several projects where considerations for CASL, CAN-SPAM, and GDPR need to be anticipated and accommodated in design and development.

### **Service design —**

Service blueprints are one of my favourite things to work on. They bridge both online and offline activities while illuminating areas for improvement throughout the entire customer experience.

### **DesignOps —**

Process and structure brings calmness to chaos. I prepare designers to hit the ground running so that they can just design and not worry about all the other stuff (not to sound reductive).

### **Workshops and training —**

I plan and conduct group sessions that help people learn about UX as a practice and how they can influence the outcome of a project. You can contact me to come give a talk at your office or event—I'm happy to do so.

### **New business and scoping —**

I help prepare and deliver presentations for potential clients in order to best sell design practice and expertise. I also work closely with other department leads to establish scope of work and staff teams.

## Tools and platforms.

### **Figma** —

- Design
- Prototyping
- Design Systems

### **Sketch** —

- Design
- Prototyping

### **InVision** —

- Cloud
- Studio
- DSM

### **UserTesting** —

- Remote recruitment and testing

### **Lookback** —

- Remote user research

### **Miro** —

- Brainstorming
- Workshops
- Remote collaboration

### **Axure** —

- Design
- Prototyping
- Functional specifications

### **Framer** —

- Motion
- Animation

### **Adobe Creative Suite** —

- Adobe XD
- Photoshop
- Illustrator

### **Hotjar** —

- Engagement and analytics

### **Optimizely** —

- A/B testing

### **Atlassian Suite** —

- Confluence
- JIRA

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Some people call me Harjypoo.  
You can too.