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I've been working in Toronto as a Design professional for over a decade. My current focus is responsible and innovative **Design Leadership**.

## 12 years —

Research and Design

## 7 years —

Product and Content

## 6 years —

Leadership and Operations

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## Career highlights.

- Structured **BIMM**'s XD org for rapid growth, scaling 35+ staff of Researchers, UX/UI Designers, Writers, and Content SMEs
- Established a ground-up DesignOps and Design Systems practice for **Appnovation**, a global digital consultancy, building out a team and launching novel IP products
- Led the UX design of **Dick's Sporting Goods**' first-ever Design System for the eCommerce
- Led the product design of **Borrowell**'s mobile app, with biometric login and push notifications, ranking in the top 30 finance apps in the App Store and Google Play
- Architected the UX of the flagship **Staples** in-store project builder for customers and employees across Canada
- Streamlined the online customer inquiry experience for **Dexcom**'s Continuous Glucose Monitoring for Canada, UK and Ireland
- Redesigned 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
- Designed the digital class and activity schedule used by **YMCA** members all over the Greater Toronto Area
- Architected the Design System for **Dairy Farmers of Canada**

## Professional experience.

### **VP, Experience Design —**

January 2023 to present  
BIMM

- Promoted to Vice President of Experience Design within 9 months, overseeing Design Leadership team
- Scaling and structuring org of 35+ full-time and 10+ contract staff members, including Researchers, UX/UI Designers, Writers, Content SMEs
- Establishing equitable pay salary bands across 8 teams and disciplines
- Pitching, scoping, and staffing

### **Director, Experience Design —**

April 2022 to January 2023  
BIMM

- Reporting into Chief Creative Officer, with 6 people managers as direct reports
- Establishing frameworks for: career paths, performance reviews, interviews, onboarding
- Leading adoption of tools like Figma/FigJam
- Pitching, scoping, staffing, and leading projects requiring design support

### **Senior Manager, Design Innovation —**

July 2020 to May 2022  
Appnovation

- Reporting into VP of Experience, with 2 people managers as 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

### **Experience Design Lead —**

July 2018 to April 2020  
Rangle

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

### **Experience Architecture & Usability Lead —**

October 2016 to July 2018  
Mirum

- Adapting UX for intro of Agile and Product
- Establishing reusable templates and documentation for design

### **Creative Technologist & UX Lead —**

October 2015 to September 2016  
DentsuBos

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

### **UX Architect —**

January 2014 to September 2015  
FCV Interactive

### **Freelance UX/UI Designer —**

September 2010 to June 2020  
Isobar, Idea Rebel, Wholly Veggie

## Education.

**OCAD University** —  
MDes, Master of Design  
— Digital Futures

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

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## Thought leadership.

**Zeroheight's DesignOps Island Discs** —  
2021, Podcast guest  
— Running a DesignOps Audit

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

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

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

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

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

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## Ask me about...

**Agile methods for Product Design** —

**Figma for Design Systems** —

**Org design for Design orgs** —

**Some people call me Harjypoo. You can too.**