

01 PROFESSIONAL SUMMARY

Design leader with 25 years in digital — the last decade leading product design at scale across loyalty, fintech, and ecommerce. I'm at my best when design needs to earn its seat at the table: replatforming legacy products, building systems that don't yet exist, turning skeptical executive teams into design advocates. Recently architected an AI-powered next-best-action engine and led a 9-product replatform that drove a 4% revenue lift and cut partner site launches from 8 weeks to 2 days.

02 CORE COMPETENCIES

Design Leadership at Scale | Product Replatforming & Migrations | Design Systems (Multi-Brand, Multi-Language) | AI-Augmented Product Design | Cross-Functional Strategy | Team Building & Mentorship | Data-Driven Decision Making | Stakeholder Influence

03 PROFESSIONAL EXPERIENCE

Design Leadership Advisory & Independent Practice

Feb 2025 – Present

[OuditUX / Toronto, ON](#)

- Advising design and product teams on systems thinking, replatforming, and AI-augmented workflows.
- Selectively engaging with leadership opportunities where design can drive measurable business transformation.
- Researching and prototyping AI-augmented design workflows using Claude, Cursor, and Figma Make — defining best practices for how design teams adopt these tools without sacrificing craft.

Director of Product Design

Apr 2021 – Jan 2025

[Points \(a Plusgrade company\), Toronto, ON](#)

- Led the replatforming and end-to-end redesign of 9 products serving global loyalty industry partners — increasing net revenue 4% and mobile conversion 48% on flagship products.
- Envisioned and built an AI-powered next-best-action engine driving lifetime customer value.
- Architected shared components (global design system, checkout, confirmation) that cut partner site launches from 2-8 weeks to 1-2 days (-95%).
- Increased first-time buyer conversion 37% through user research and data-driven design decisions.
- Scaled design from 1 to 5 designers; built hiring frameworks and career paths; mentored the broader production team of developers and product owners.
- Transformed design from service function into strategic partner — secured executive buy-in for design as a business capability across Marketing, Client Services, Data Science, Engineering, and Sales.

Director of Experience Design

Oct 2019 – Apr 2021

[Diff Agency, Montreal, QC](#)

- Led 9 designers and data scientists building award-winning ecommerce experiences for top-tier brands; introduced the APEX merchandising framework as the agency's competitive differentiator.
- Built a multi-brand design system that reduced production time 40%.
- Drove average client outcomes of +30% user engagement and +20% conversion lift through data-driven optimization and Baymard-aligned ecommerce best practices.
- OCS Product Listing redesign won 2x UX Awards (Excellence + Distinction) and increased add-to-cart from PLP by 62%.

Associate Director of UX

Jul 2017 – Oct 2019

LoyaltyOne (AIR MILES), Toronto, ON

- Doubled the design team and built the program's first design system; introduced agile and design thinking methodologies at the senior stakeholder level.
- Improved engagement across the AIR MILES loyalty program through qualitative and quantitative research-led decisions.
- Responsible for the replatforming and redesign of the Airmiles website. Revamping the bonus offers section of the site increased member offer usage by +4%.

Lead Designer / Information Architect (Consultant)

Oct 2016 – Jul 2017

Scotiabank · League Inc., Toronto, ON

- Scotiabank: rebuilt the online account application for Scotia iTRADE and Scotia McLeod — Form completion rate +40%.
- League Inc.: comprehensive redesign of League's experiences for employers and healthcare providers — acquisition +9%, qualified leads +24%.

Director of Digital Strategy and UX

May 2014 – Apr 2016

Grassriots Inc., Toronto, ON

- Developed and implemented digital strategies for top-tier NGOs including Walkfree (Global Slavery Index — Anthem Award winner, 500+ global media references).
- Led product strategy and roadmaps for campaign-donation and Peer-to-Peer fundraising products.
- Pioneered recurring-payment donation pages — average donation lift of 15%.

04 EARLIER EXPERIENCE

From 1998 to 2014, roles included leadership and senior IC positions at Manifest, InViVo, Armstrong Partnerships, Spider Marketing Solutions, STC, TMX Equicom, and IITI. [Details on request.](#)

05 PROFESSIONAL CERTIFICATES

Generative AI for Business Transformation	Purdue University
Design System Workshop	Brad Frost
Psychology of Digital Behavior Change (DBCC)	Alterspark
Digital Behavioral Design (DBDC)	Alterspark
Emotional Design Psychology (EDPC)	Alterspark

06 EDUCATION

Internet Management	Humber Polytechnic	1997 – 1998
B.Sc. Studies	Carleton University	1991 – 1995

07 TOOLS

Design	Figma, Figma Make, Adobe Creative Cloud, Claude Design, UserTesting.com
Analytics	Google Analytics, Tableau, FullStory, Pendo, Omniture
CMS / eCommerce	Shopify, Magento, Adobe AEM, WordPress, Commerce Cloud
AI	Claude, Cursor, ChatGPT, Gemini