

Joseph Le

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Toronto, ON

Education

Scrum.org

Professional Scrum Master I
May 2019

Juno College of Technology

Web Development, HTML & CSS
2017

OCAD University

Bachelor's Degree, Graphic Design
2010 – 2014

Tools

Sketch
InVision
Zeplin
Figma
Jira
Confluence
HTML & CSS
Keynote
PowerPoint
Adobe Suite

Experience

Tangerine

Product Designer • Oct 2018 – Present

- Worked closely with Head of Design to build the design system: defining content models, standards, components, and patterns.
- Applied systems-based thinking to execute on product problems, from discovery to shipping of features, across native and web.
- Led design on the Chatbot digital experience; collaborated on features that resulted in a reduction to general inquiry-type calls by 10%.
- Employed accessibility best practices and user-centered design principles, when validating design prototypes.
- Presented design recommendations to senior stakeholders based on research outcomes.

Half Hunter

UI/UX Designer (Contract) • Jan 2018 – Sept 2018

- Coordinated with client product teams to deliver design solutions throughout the customer journey, from discovery to completion.
- Communicated with stakeholders to ensure that the user experience aligned with their business needs and vision for the product.
- Supported the creation and maintenance of robust design systems, component libraries, and detailed design documentation.

Navigator Ltd.

Graphic Designer • Jan 2016 – Dec 2017

- Delivered a variety of visual assets for client websites ranging from: sitemaps, user lows, wireframes, and high-idelity mock-ups.
- Ensured that artwork—both print and digital—for internal design projects were consistent with brand standards.

Boost: Equity Crowdfunding Portal

Visual + UI/UX Designer • July 2014 – Sept 2015

- Conducted extensive user testing through 50+ user interviews and 250+ user surveys: increased conversion rate by 30% during alpha testing cycle.
- Worked closely with developers to create and ship a minimum viable product of the web platform.