Losa Eguavoen

Product Designer & Design Engineer

Product Designer and Design Engineer with 7+ years designing complex products. Owns work end to end, from framing problems and validating concepts with users to shipping and iterating with engineering. Works AI-first, prototyping in code with VS Code, GitHub Copilot, Cursor and Claude Code, then refines validated work for full state coverage and design-system alignment. Focused on turning complicated systems into simple, accessible, high-craft experiences.

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Experience

Thrivent | Product Designer
JUNE 2024 - PRESENT - REMOTE, UNITED STATES

Leads the design initiative for intelligence in the Advisor Workspace, building an AI-driven experience that reshapes each advisor's workspace throughout the day, bringing forward client prep, pipeline follow-ups, and servicing priorities as their needs change.

Validates design hypotheses and informs product direction by leading user interviews, synthesizing insights, and collaborating with data teams to integrate research and analytics.

Optimizes workflows and usability across internal tools used by 2,000+ financial advisors by overseeing design enhancements for the Advisor Hub, Sales Pipeline, and Client and Product Servicing experiences.

Improves team efficiency and design delivery by leading process optimization efforts, including design QA tracking, readiness standards, and AI-assisted workflows.

Ensures consistency with the Salesforce Lightning Design System and compliance with financial services standards by designing accessible, high-performing interfaces in Figma.

Fairwinds | Freelance User Experience Designer
NOVEMBER 2023 - MARCH 2024, REMOTE

Increased conversion rates by 35% across web and mobile by prototyping 8+ responsive product card component types.

Improved design consistency by 65% across 27+ product pages by standardizing cross-platform UI for a seamless mobile-to-web experience.

Reduced design handoff time by 20% by spearheading development of a comprehensive design library.

Extended the system's usability and accessibility by crafting reusable UI components and variants.

Bank of Montréal | Product Designer
JANUARY 2023 - SEPTEMBER 2023, TORONTO, CANADA

Designed for over 5 million customers by prototyping mobile-first experiences for the Money Management platform, including Savings Goals, Financial Insights, and Budgeting.

Reduced onboarding friction by 25% by leading collaborative sessions to refine the Budgeting experience and running a cross-functional workshop that delivered actionable solutions.

Shaped the platform's direction across iOS and Android by translating complex project visions into detailed wireframes and high-fidelity prototypes in Figma.

Strengthened overall platform functionality by collaborating closely with developers, business analysts, analytics, and accessibility experts.

Ledn Inc. | Product Designer
MAY 2022 - DECEMBER 2022, TORONTO, CANADA

Increased operational efficiency by 30% across iOS and Android by automating manual processes through intuitive mobile interfaces.

Enabled seamless investment flows for 500+ active users by partnering with engineering, legal, sales, analytics, and marketing to design end-to-end experiences for Corporate Onboarding and Dual cryptocurrency investment products.

Ensured accessibility and scalability across mobile and web by applying responsive design principles within the company-wide Figma design system.

Delivered consistent, trustworthy Asset Growth experiences by applying brand guidelines, typography, spacing, and color systems.

Applied visual design skills and responsive design principles with the company-wide design system using Figma, ensuring accessibility and scalability across mobile and web digital products. Adhered to branding guidelines by applying design principles, typography, spacing, and color schemes to deliver consistent and accessible solutions for the company's digital mobile and web Asset Growth products.

Canadian Imperial Bank of Commerce | Product Designer
December 2020 - MAY 2022, TORONTO, CANADA

Shaped CIBC's digital banking transformation by ideating design solutions for the Manage Card, Goals, and Onboarding initiatives with the Digital Strategy & Product Delivery teams.

Informed product direction for 18+ stakeholders and executives by conducting 15+ interviews and surveys and 7+ design thinking workshops per 6-week sprint on emerging financial services technology, then synthesizing findings into personas, affinity maps, and user journeys. Designed a proactive communication experience for CIBC Imperial Service clients going through a financial advisor transition by partnering with the Enterprise Innovation team of product designers, innovation strategists, UX researchers, and engineers.

Validated product solutions by co-developing usability test plans with the UX research team, synthesizing user feedback and data, and building high-fidelity wireframes and clickable prototypes grounded in research.

Aligned design, business, development, analytics, and accessibility partners by translating visions and constraints into wireframes, mockups, user flows, interaction descriptions, prototypes, specs, and visual design documents in Figma.

Moood Agency | Co-Founder, Design Director
NOVEMBER 2022 - PRESENT, REMOTE

Leads brand strategy, creative direction, and experiential design to shape bold, culturally resonant identities. Oversees the entire creative process from concept to execution, crafting immersive experiences, intuitive digital products, and compelling content strategies. With a focus on human-centered design and storytelling, helps brands connect meaningfully with their audiences and grow with purpose.

Solid Rock Markham / Design Strategist - Branding and Website
JUNE 2018 - SEPTEMBER 2023, MARKHAM, CANADA

Led the design direction by keeping users engaged with organization through the design and preparation of 12+ design assets for announcements videos, social media and promotional material every week. Redesigned the website for 300+ users to resonate with, resulting in a 87% increase in traffic and new members for the organization since launch.

Education

University of the Arts London | Master of Arts in Design Management, London College of Communication
2023 - 2024, LONDON, UNITED KINGDOM - REMOTE

Applied advanced concepts in design thinking, strategic management, and innovation to solve complex business challenges within the creative industries.

Brainstation | User Experience Design & User Interface Design Program
2020, REMOTE

An immersive design program where UX/UI principles were applied to two projects in the course of 10 weeks. Methods of UX research, wireframing, prototyping and visual design were used.

York University - Schulich School of Business / Bachelor's of International Business Administration - Specialization in Marketing
2015 - 2019, TORONTO, CANADA

Skills

AI-Assisted Prototyping
Interaction Design
UX Research
Design-to-Code Workflows
Front-End Prototyping (Next.js, HTML & CSS)
Heuristics Analysis
Usability & A/B Testing
Rapid Prototyping
Usability Testing & A/B Testing
Responsive Design
Accessibility & Inclusive Design
Design Thinking Workshops

Tools

Design: Figma, Claude Design, Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign), Sketch, Visio
Platforms: Mobile, Desktop, Tablet, iOS, Android
Coding: HTML, CSS, React
Build: VS Code, GitHub Copilot, Cursor, Claude Code, Runway, Midjourney
Prototyping: Figma, Framer, Invision
Discovery: FigJam, Mural, Miro
Productivity: Notion, Jira, Confluence, Asana, Slack
Research & Testing: UserTesting, Maze, Dovetail