

Losa Eguavoen

Product Designer (UX/UI), Dual US-Canadian Citizen

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A dedicated product designer leveraging a blend of creative expertise in human-centered design, inclusive design, art direction and business acumen to drive impact by creating exceptional product experiences and driving digital transformation within a wide array of industries.

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Experience

Fairwinds

User Experience Designer, Freelance

November 2023 - March 2024 | Remote - San Francisco, United States

Spearheaded the development and documentation of a comprehensive design system, slashing design handoff time by 20%.

Crafted reusable UI components and variants, enhancing usability and accessibility. Engineered prototype animations for over 8 responsive product card components, boosting conversion rates by 15% across web and mobile platforms for a major fashion retailer.

Collaborated with design team to optimize UI component reusability, reducing design duplication by 35%. Harmonized 27+ existing product page designs with new component variants, elevating consistency across digital properties.

Bank of Montreal (BMO)

Product Designer, Money Management

January 2023 - October 2023 | Hybrid - Toronto, Canada

Collaborated with a cross-functional agile team of 13 members including developers, analysts, and accessibility experts to improve Secure Retail Banking platform and shape key initiatives for Money Management platform including Budgeting, Savings Goals and Financial Insights tools.

Orchestrated a collaborative design thinking workshop with 15+ stakeholders, driving alignment on product vision and priorities for key Money Management platform initiatives.

Developed workshop agenda and activities, facilitating discussions on user journeys and requirements gathering. Led hands-on sessions including journey mapping and affinity diagramming, synthesizing findings into a retrospective presentation for stakeholders.

Championed a user-centered design approach, fostering cross-functional collaboration and uncovering crucial user insights. Translated workshop outputs into user flows and wireframes, rallying the team around a singular product vision.

Ledn Inc.

Product Designer, Asset Growth

May 2022 - December 2022 | Hybrid - Toronto, Canada

Created and executed the end-to-end user experience and design process to deliver 12 solutions for the Asset Growth investments function.

Closely partnered with cross-functional teams including product, engineering and developers, legal, sales, analytics and marketing of the Asset Growth investments function.

Instrumental in designing experiences across Web, iOS and Android platforms that automate existing manual processes into simple and intuitive designs and functional products including Corporate Onboarding and Dual Cryptocurrency Notes; allowing users to complete investment tasks with 85% less friction.

Canadian Imperial Bank of Commerce (CIBC)

Product Designer, Digital Product Delivery & Enterprise Innovation

December 2020 - May 2022 | Hybrid - Toronto, Canada

Worked closely with cross-functional partners consisting of experience design, engineering, analytics, and accessibility groups.

Created user flows, prototypes, and design specifications for the Manage Cards on native mobile breakpoints and Imperial Service Investments initiatives across Web, iOS and Android platforms.

Canadian Imperial Bank of Commerce (CIBC) (continued)

Product Designer, Digital Product Delivery & Enterprise Innovation

Facilitated and planned 7+ design thinking workshops to unlock creative concepts within the Innovation Team at CIBC Imperial Service and Investments teams.

Losa Design Inc.

Freelance Designer

June 2020 - present | Remote

Provided end-to-end design solutions to 18+ global businesses, elevating brand identities and digital experiences.

Offers comprehensive design services encompassing branding, website design, and UX/UI design for diverse clientele.

Solid Rock Markham

Design Strategist

June 2019 - September 2023 | Markham, Canada

Led design efforts and produced 12+ design assets weekly for announcement videos, social media, and promotional materials. Spearheaded website redesign, resulting in a 185% traffic increase and new member growth since conducting its brand redesign in 2020.

Education

Brainstation

User Experience Design & User Interface Design Program

2020 | Remote

Participated in an immersive design program, applying UX/UI principles to two projects over 10 weeks. Utilized methods of UX research, wireframing, prototyping, and visual design to develop impactful solutions.

York University, Schulich School of Business

Bachelor's of International Business Administration - Specialization in Marketing

2015 - 2019 | Toronto, Canada

Skills

Visual Design

Interaction Design

UX Research

Journey Mapping

Wireframing

Heuristics Analysis

Information Architecture

Interactive & Rapid Prototyping

Usability Testing & A/B Testing

Responsive Design

Accessibility & Inclusive Design

Tools

Design: Figma, Adobe Creative Suite (XD,

Photoshop, Illustrator, InDesign), Sketch

Coding: Basic HTML & CSS

Prototyping: Framer, Invision

Discovery: FigJam, Mural, Miro

Productivity: Notion, Trello, Jira, Confluence

Research & Testing: UserTesting, Maze

Interests

🌱 Sustainability

🏦 Financial Technology

📌 Creating Moodboards

📅 Planners and Lists

👥 Design Inclusivity & Ethics

🌍 Travel

🕒 History

🧩 Innovation

👓 Fashion

📺 Entertainment