David Pickthorn

Product Designer

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Professional UX UI Product Designer with 10+ years of experience in results-orientated, user-centered design. Excellent problem-solving, collaboration and communication skills with extensive experience with mock-ups, design systems, mobile-first prototyping and usability testing. Lead Product Designer and UX for multiple Saas, B2B, & B2C projects across premium domains and native applications experiencing over a million daily users.

Work History

2023-03 - present

Product Designer 3

Canada Post, Toronto, Ontario. Canada

- Created hi-res functioning prototypes in Figma demonstrating user flows on all web/responsive and native platforms (iOS, Andriod)
- Worked closely with stakeholders/management to refine early concepts into fully functional products over an initiative's lifespan.
- Built and maintained living design systems alongside documentation of reusable components.
- Worked closely with front and backend development teams to facilitate the creation of assets and applications ensuring consistent and optimum results.

2019-03 - 2022-12

Product Designer 3

System1, Guelph, Ontario. Canada.

- Produced rapid high-quality prototypes using the latest prototyping software and associated design programs. Eg. Figma, Sketch, Adobe XD, Photoshop, Illustrator.
- Developed component-based design deliverables that elevated, differentiated and functioned on-brand and on-strategy.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Leveraged industry knowledge and emerging trends to build innovative messaging and bring design concepts to fruition.

2012-03 - 2019-03

UX/Design Director

Concourse Media (Sold to System1 Mar2019), Guelph, Ontario. Canada

- Created commerical design plans to maximise user satisfaction, increase sales and improve engagement and retention.
- Worked with product, engineering, and editorial departments to facilitate various new web based products through research, discovery, launch, and monitoring.
- Facilated various membership/subscription based protocols such a email subscribers and push notification enablers to increase user lifetime value.
- Established brand identity by creating engaging company logos and delivering on-brand, user-friendly, high-performing and unique websites.

2011-07 - 2012-03

Web Designer

Digital Choas, Elora, Ontario. Canada

2009-03 - 2011-07

Graphic Artist

Sun Media, Toronto, Ontario. Canada

| 2008-10 - 2009-03 | **Graphic Designer** |
| | *RPI Consulting, Toronto, Ontario. Canada* |

Education

2003-09 - 2006-04	**Multimedia, B.A.**
	McMaster University, Hamilton
2006-09 - 2008-04	**Multimedia 3D Animation, College Diploma**
	Humber College, Toronto

Skills

Visual Design

Interaction / UI Design

Wire-Framing / Prototyping

User Research / User Testing

Design Systems

Front End Web Development

References

Available Upon Request