



C U R R I C U L U M V I T A E 2 0 2 6

PROFILE

Senior Product Designer and UX Lead with 20+ years of experience across enterprise, government and global brands. I lead cross-functional teams in turning complex systems and policy into clear, accessible products, and I stay hands-on from research and prototyping through design systems and delivery. Recent work includes Open Banking at the Financial Consumer Agency of Canada, child care services for the Government of Alberta, and vessel registration for Transport Canada.

CORE SKILLS

Product and UX strategy: end-to-end product design, UX governance and roadmaps informed by research.

Research and validation: stakeholder sessions, user interviews and usability evaluation.

Design systems: building and governing shared components and standards, including work aligned with the GC Design System.

Prototyping: low- to high-fidelity interactive prototypes in Figma and other tools.

Accessibility: auditing and designing to WCAG 2.1 AA and AODA requirements.

Agile delivery: writing epics, features and PBIs; Azure DevOps and Scrum.

Leadership: leading designers, researchers and developers; presenting to directors and ministers.

Communication: turning complex data and policy into clear experiences for varied audiences.

PROFESSIONAL EXPERIENCE

Financial Consumer Agency of Canada (FCAC) · Consumer-Driven Banking

Senior UX Consultant · August 2025 – Present

- Lead UX strategy and design system modernization for the Open Banking (consumer-driven banking) platform, aligned with the GC Design System and WCAG 2.1 AA.
- Direct cross-functional teams through research, prototyping and accessibility testing.
- Set sprint standards and UX governance in Azure DevOps to keep design quality consistent across teams.
- Inform executive decisions with data-backed UX insights and design roadmaps.
- Designed a secure, role-based (RBAC) portal for financial institutions, covering report filing, user management, support and compliance guidance.

Government of Alberta · Design, Development and Delivery

Platform Team Lead / Design System Team · March 2024 – January 2025

- Led the design team for Team Platform and acted as the liaison to the design system team.
- Set design standards across all teams building child care programs and services.
- Designed flows for services and programs, from onboarding through to conversion calls to action.
- Presented design work to directors and ministers to inform policy updates adopted across the province.

Appnovation

Senior User Experience Manager · November 2022 – August 2023

- Led a team of designers, researchers and developers to deliver a unified UX strategy.
- Built UX practice into product development, aligned with stakeholder goals and customer needs.
- Managed and deployed design systems for consistency and scale across platforms.

Transport Canada · Marine Division

UX/UI and Front-End Design Lead · May 2021 – November 2022

- Led UX for the Vessel Registry, redesigning the system and shaping its outcome-driven roadmap.
- Lead UX designer for MITRACK, the vessel loading system.
- Developed a global design system and design language for Transport Canada.
- Created wireframes and prototypes for certificate issuance, invoicing, identity and inventory management.
- Worked with the Product Owner and Scrum Master in an Agile team; wrote epics, features, PBIs and user stories.

Kivuto Solutions Inc.

UX Lead · October 2020 – May 2021

- Principal UI and UX designer for the Kivuto software suite; optimized user flows for an e-commerce platform and an education learning system (ELMS).
- Produced user flows, personas, research, documentation and information architecture for multi-tenant platforms.
- Maintained interaction diagrams, style guides, wireframes, mock-ups and interactive prototypes.
- Audited three product offerings against WCAG 2.1 and AODA requirements.

Canopy Growth

Senior Design Specialist · July 2019 – May 2020

- Designed the look and feel of brands in Canopy's beverage portfolio, with campaigns built around a strategic narrative.
- Produced label, print, broadcast motion and interactive pieces in XD, Sketch, InVision, Animate and After Effects, plus 3D product renders for retail.

Piranha Games Interactive

Principal Designer · March 2015 – March 2019

- Led visual design and UX/UI for the AAA title MechWarrior 5: Mercenaries, establishing its visual language and UX, and updated the MechWarrior Online UI.
- Championed UX practice with guides, workflows, rapid prototypes and functional design documents; mentored colleagues in user-centred design.

EARLIER CAREER

Creative Director, New Space Technologies · Media and Communications Specialist, BC Hydro (BCHydro.com redesign, Power Smart campaign) · Art Director, Blast Radius (Nike, Jordan Brand) · Art Director, Henderson Bas (Nike, Mercedes-Benz) · Senior Designer, Organic (Jeep, Dodge, Mercedes-Benz USA) · Senior Designer, Alliance Atlantis

EDUCATION

International Academy of Design

Digital Media Design program

Sheridan College

Media Arts, Film Studies and Animation program

SELECTED CLIENTS

Nike, Jordan Brand, Microsoft, Google, Adobe, EA, Mercedes-Benz, Dodge, Jeep, HP, Dell, Telus, Rogers, Bell, CBC, BC Hydro, UBC, Canada Tourism Commission, Mountain Equipment Co-op

AWARDS AND RECOGNITION

- FWA Site of the Day: Nike RUN TO, Jumpman and Jeep Trail
- Gold W3 Award: HP Unity Tree
- Marketer of the Year, BCAMA: BC Hydro Power Smart
- Site Inspire Site of the Day
- FITC Designer of the Year nominee
- Digital Experience Award: Mercedes-Benz USA
- Excellence in Diversity, Accessibility, Equity and Inclusion, Digital Service Transformation: Accessible Transportation for All, Canadian Transportation Agency

Portfolio, case studies and references available at jasondoherty.com or on request.