



RICHARD WEST, MBA

SENIOR UX DESIGNER & STRATEGIST

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Senior UX Designer & Strategist with 5+ years of experience designing intuitive, mobile-first consumer products. I combine systems thinking, user empathy, and visual design excellence to create scalable design systems and emotionally resonant experiences across mobile and web. With an MBA and a background as a business owner, I bring strategic clarity, cross-functional leadership, and a purpose-driven approach to every project.

KEY FOCUS AREAS

End-to-end product design for native mobile and responsive web experiences

- Data-informed UX decisions (user research, A/B testing, usability studies)
- Design systems thinking and reusable component design (Figma, libraries)
- Designing emotionally resonant experiences during key life transitions
- Cross-functional collaboration with Product, Engineering, Research, Content
- Mentoring designers and championing design quality

PROFESSIONAL EXPERIENCE

SENIOR UX/PRODUCT DESIGNER

Spring Financial | Vancouver, BC Canada | 02/2025 – Current

- Led design systems architecture for two core financial products (Bloom & Spark), creating a unified ecosystem of scalable components, semantic tokens, and standardized patterns.
- Directed a complete overhaul of the design system to unify mobile and web, increase design velocity, and improve usability
- Delivered high-fidelity prototypes in Figma, collaborating closely with developers via Jira and Confluence to ship new features
- Conducted usability tests and analyzed behavioral data to reduce friction and build trust
- Reorganized and standardized Figma components, improving designer-developer alignment and reducing handoff ambiguity.
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SENIOR UX DESIGNER

Canadian Real Estate Association | Ottawa, ON Canada | 11/2022 – 01/2025

- Led the redesign and governance of the REALTOR.ca design system, improving design velocity and alignment across web and native platforms.
- Designed cross-platform native app experiences (iOS & Android) for home search, mortgage comparison, and saved searches.
- Spearheaded a comprehensive design system, aligning brand identity across platforms and increasing design efficiency
- Standardized Figma libraries and documentation to improve onboarding and cross-functional collaboration
- Partnered with Product and Engineering to ship high-impact features backed by research and usage insights

UI DESIGNER

Immersion Group | Johannesburg, South Africa | 02/2021 – 10/2021

- Worked with major national banks and enterprise financial institutions, delivering regulated, accessibility-compliant design systems.
- Revamped the digital design system for one of the country's largest banks, enhancing UX and accessibility standards
- Created UI mock-ups, components, and prototypes that balanced functional, aesthetic, and regulatory needs
- Mentored junior UX designers and shaped design rationale using research and analytics

FOUNDER & LEAD GRAPHIC DESIGNER

Racestar Graffix | Johannesburg, South Africa | 06/2008 - 05/2020

- Founded and scaled South Africa's top independent motocross graphics company, overseeing UX, visual design, and brand strategy
- Grew sales through targeted campaigns and innovative product customization tools
- Managed client experience end-to-end—streamlining workflows, improving turnaround, and launching an e-commerce site
- Led a team of designers and production staff, implementing efficient systems that reduced costs and improved output quality

PROFESSIONAL MOTOCROSS ATHLETE

International | South Africa | 01/2000 - 12/2017

- 12× South African National Champion and Protea Colours recipient (2002, 2004).
- Represented South Africa at the 2012 Motocross of Nations in Belgium.
- Competed in global events across Africa, Europe, the U.K., and U.S., including AMA Nationals and World Championships.
- Honoured with a national Special Award in 2018 for contributions to motorsport.

MENTORSHIP & LEADERSHIP

Mentor

ADPlist, Vancouver, BC, Canada | 09/2024 – Current

Support and coach aspiring UX designers in portfolio reviews, design feedback, and career development.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION | DISTINCTION

Aston Business School, Birmingham, UK | 11/2020 – 05/2023

Focus: Financial performance, strategy, customer value, and leadership in complex organizations

UX/UI DESIGNER TRACK PROGRAM

Bloc/Thinkful, New York, USA | 08/2020 – 12/2020

ADVANCED DIGITAL MARKETING

Digital School of Marketing, Johannesburg, South Africa | 09/2020 – 11/2020

BACHELOR OF COMMERCE | DISTINCTION

Regent Business School, Johannesburg, South Africa | 06/2017 – 06/2020

TOOLS & METHODS

- Figma, Framer, Adobe Illustrator, Adobe Photoshop, Jira, Confluence, DevOps, Monday.com

METHODS

- Design Systems, UX Strategy, User Research, Prototyping, Information Architecture, Interaction Design, Responsive Design, Usability Testing