



RICHARD WEST, MBA

SENIOR PRODUCT DESIGNER

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Senior Product Designer with 5+ years designing consumer and enterprise digital products across fintech, real estate, and regulated environments. I turn ambiguous, complex problems into clear, scalable experiences, combining product strategy, research, interaction design, and systems thinking. My background spans 0-to-1 discovery, cross-platform product design, and production design systems, with an MBA and 12 years as a founder bringing commercial judgment and ownership to product decisions.

RECENT IMPACT: Led discovery for a new customer portal at Spring Financial, turning broad cross-functional needs into an aligned product direction for ideation. Rebuilt a production design system from 200+ live screens, reducing global update cycles from three weeks to one day and design-to-dev inconsistencies by 70%. Led design system governance for REALTOR.ca across 10M+ monthly users on web and native mobile.

KEY FOCUS AREAS

- Product strategy and 0-to-1 discovery, from ambiguous opportunity through aligned product direction
- End-to-end product design across consumer, B2B, responsive web, and native mobile experiences
- Design systems, component architecture, token strategy, and governance at scale
- User research, usability testing, experimentation, and data-informed design decisions
- Cross-functional leadership across Product, Engineering, Research, Operations, Risk, and senior stakeholders

PROFESSIONAL EXPERIENCE

SENIOR UX/PRODUCT DESIGNER

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

- Led discovery for a new customer portal, structuring cross-functional stakeholder research and synthesizing findings into prioritized user needs, product principles, and capability areas to guide ideation.
- Designed end-to-end consumer fintech experiences across onboarding, loan decisioning, and credit workflows, balancing customer needs, business goals, regulatory constraints, and technical feasibility.
- Rebuilt a production design system from 200+ live screens, establishing token-driven architecture that reduced global update cycles from 3 weeks to 1 day and cut design-to-dev inconsistencies by 70%.
- Established reusable components, interaction patterns, usage guidance, and governance across web and mobile, partnering closely with Engineering to improve implementation fidelity and safe adoption.
- Used customer research, usability testing, Mixpanel, and FullStory to identify friction, validate decisions, and support iteration across product work.

SENIOR UX DESIGNER

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

- Designed cross-platform consumer experiences for 10M+ monthly users across web, iOS, and Android, including home search, mortgage comparison, and saved searches.
- Led design system governance across web and native mobile, owning reusable components, Figma libraries, documentation, and cross-platform consistency while reducing design debt.
- Partnered with UX Research, Product, and Engineering to translate qualitative and quantitative insights into product decisions and roadmap direction.
- Standardized Figma libraries and design-to-dev handoff, supported critique culture, and mentored junior designers to raise craft and systems-thinking standards.

UI DESIGNER

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

- Delivered enterprise-grade, accessibility-compliant design systems for major national banks and financial institutions, balancing regulated requirements with usability and craft.
- Defined component standards and design-to-dev handoff in partnership with Engineering across large enterprise product suites.
- Mentored junior designers and supported research- and analytics-informed design decisions.

FOUNDER & LEAD DESIGNER

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

- Founded and scaled South Africa's leading motocross graphics e-commerce business from zero to market leader over 12 years, owning product, brand, customer experience, and operations.
- Designed and iterated the e-commerce journey, product customization tools, order-management flows, and post-purchase experience to support conversion, loyalty, and repeat purchase.
- Built and led a design and production team, implementing systems that improved quality, throughput, and consistency.

MENTORSHIP & LEADERSHIP

Mentor

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

Coach aspiring product designers on craft, systems thinking, portfolio development, and career growth.

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

BACHELOR OF COMMERCE | DISTINCTION

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

TOOLS & METHODS

Design: Figma, Figma Make, Framer, Adobe Creative Suite

AI & Prototyping: Cursor, Claude, Lovable, v0

Research & Data: Mixpanel, FullStory, UserTesting.com

Collaboration: Jira, Confluence, Slack, GitHub, DevOps

METHODS

Product Strategy, 0-to-1 Discovery, End-to-End Product Design, Design Systems, User Research, Usability Testing, Experimentation and A/B Testing, Information Architecture, Interaction Design, Prototyping, Accessibility (WCAG 2.1 AA)

NOTABLE

12x South African National Motocross Champion | Represented South Africa internationally (2000-2017)