

Hi, I'm Edwin

Experience

LEAD PRODUCT DESIGNER (CONTRACT) Accenture Song In Toronto, Canada

JAN 2025 – PRESENT

Leading UX/UI strategy and design for a government focused service aimed at improving public safety and transparency. Designing a web app for case workers and investigators and a public-facing portal, enabling seamless access to critical information and services for citizens and residents of the Province of Alberta.

- Defining the service vision and roadmap, creating a product canvas to align stakeholders on key features, scope, and success metrics, and prioritizing key functionalities.
- Designing user personas, journey maps to streamline workflows and enhance user experiences.
- Championing accessibility and inclusivity, establishing WCAG-compliant design standards to ensure the service meets government regulations and serves diverse user needs.
- Collaborating cross-functionally with government stakeholders, law enforcement, and development teams to deliver a cohesive and scalable solution, balancing technical constraints with user needs.

LEAD PRODUCT DESIGNER Complex NTRK In Toronto, Canada

APR 2022 – DEC 2024

Leading end-to-end design processes, from initial architecture to final prototypes for innovative features such as live auctions and a product management and order fulfillment tool.

- Conceptualizing and launching the "Auctions" feature, which makes up 63% of the company's revenue, with a quarterly growth rate of 23%; and boosted user engagement via a 172% increase in chat messages per show and increased average show watch time by 5 minutes.
- Designing and launching Seller Dashboard, a product management and order fulfillment tool used by over 400 sellers to fulfill over 106,000 orders, generating a total revenue of \$10,500,000+ in sales.
- Following NTRK's acquisition of Complex, merging NTRK e-commerce features with Complex media and content to create a seamless customer experience that unifies shopping and media content in one platform.

SENIOR PRODUCT DESIGNER Super in Toronto, Canada

NOV 2021 – APR 2022

Led UX/UI strategy and design to integrate hotel booking, e-commerce, and a credit card product into a unified "super app".

- Led the UX design for SuperCash, a credit-building cashback card, ensuring an intuitive and engaging user experience that contributed to over 50,000 cards issued within seven months of launch.
- Designed MVP that integrated e-commerce and financial services, enabling a unified platform experience post-rebrand to Super.com.

PRODUCT DESIGNER Consulting In Toronto, Canada

DEC 2015 – NOV 2021

Partnered with and assisted American and Canadian banks to integrate SaaS banking products and enhance digital experiences. Oversaw and established the redesign for major financial and tech platforms.

- BACKBASE:** Seamlessly integrated Backbase's backend, frontend, and overall user experience with customer banks, ensuring a cohesive and user-friendly digital banking solution tailored to client needs.
- MOTUSBANK:** Spearheaded the conceptualization and redesign of the Motusbank app, introducing new features to enhance the experience for 370,000+ customers. Developed design patterns and features that were adopted by parent company Meridian Credit Union due to the success of the Motusbank redesign.
- VOLKSWAGEN:** Conceptualized and designed a car comparison tool for Volkswagen that serves over 112,000 customers per month to date

CONTACT

Toronto, Canada

Website: www.edwinlara.com

Email: hello@edwinlara.com

EDUCATION

CFC Media Lab

Graduate Diploma Interactive Design

Toronto School of Art

Certificate Graphic Design

Sheridan College

Diploma Advertising

CERTIFICATIONS

Python Programming

General Assembly

Certified Ethereum Developer Program

York University

Data Analytics

Brainstation

Front-End Web Development

Brainstation

TECHNICAL SKILLS

- Figma
- Adobe XD
- Sketch
- ProtoPie
- Marvel App
- InVision
- Framer
- Jitter
- Miro
- Photoshop
- UserTesting.com