

Hi, I'm Edwin.

A seasoned product designer with over 10 years of experience, passionately dedicated to creating products, services, and systems through human-centered design.

Experience

Complex NTWRK in Los Angeles, CA, USA (Remote)

LEAD PRODUCT DESIGNER

APR 2022 - PRESENT

Led end-to-end design processes, from initial architecture to final prototypes, for innovative features, including live auctions and a product management and order fulfillment tool. Aligned design and business strategies at the executive level. Managed junior designers, delegated tasks, and facilitated design reviews. Enhanced designs through user testing, surveys, and data-driven insights. Partnered with product leadership on future initiatives and established efficient design workflows. Promoted cross-departmental collaboration to meet organizational objectives.

Super in Toronto, ON, Canada

SENIOR PRODUCT DESIGNER

NOV 2021 - APR 2022

Led UX/UI strategy and design to integrate travel booking, e-commerce, and a credit card product into a unified "super app." Collaborated closely with designers and product owners to develop consistent key elements across the Super ecosystem. Facilitated meetings and presentations with key stakeholders to share progress, ensure alignment, and build consensus on future-facing products.

CONTACT

hello@edwinlara.com

Toronto, ON, Canada

EDUCATION

2010 - 2011

Graduate Diploma Interactive Design

CFC Media Lab

2009 - 2010

Certificate Graphic Design

Toronto School of Art

2007 - 2009

Diploma Advertising

Sheridan College

CERTIFICATIONS

Python Programming

General Assembly

Certified Ethereum Developer

Program

York University

Data Analytics

Brainstation

Front-End Web Development

General Assembly

Experience Continued

Contracting in Toronto, ON, Canada; Atlanta, GA, USA; and Amsterdam, Netherlands (Remote)

SENIOR PRODUCT DESIGNER

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 strategy for major financial and tech platforms. Designed and ran workshops. Created personas and conducted user testing, in-depth competitive analysis, product research and surveys to understand consumer banking behaviours. Developed minimal viable products and demos for user testing.

Notable Clients

Financial Sector: Backbase, Motusbank, Bank of Montreal, Toronto Dominion Bank of Canada

Media & Marketing: DDB, Viafoura

Yellow Pages in Toronto, ON, Canada

PRODUCT DESIGNER

DEC 2014 – DEC 2015

Implemented lean UX/UI practices within an agile environment, introduced best practices to the product team, and managed junior designers. Developed iOS, Android, and responsive products, with features recognized in the Best New Apps section of the App Store.

Rogers Communications in Toronto, ON, Canada

USER EXPERIENCE DESIGNER

APR 2014 – DEC 2014

Developed prototypes and conducted user testing, built personas and journey maps, and created information architecture and wireframes. Gathered project requirements from key stakeholders to ensure alignment and successful project outcomes.

Lush Concepts in Toronto, ON, Canada

USER EXPERIENCE DESIGNER

APR 2013 – APR 2014

Oversaw daily UX tasks, developed and led design thinking exercises with employees and clients, and spearheaded design exploration and experimentation to position the company as a thought leader.

TECHNICAL SKILLS

Product Design

- Figma
- ProtoPie
- UserTesting
- Jitter
- Sketch
- Marvel App
- InVision
- Photoshop

Contact

hello@edwinlara.com
Toronto, ON, Canada