

# Hi, I'm Edwin

## Experience

### LEAD PRODUCT DESIGNER

APR 2022 – PRESENT

Complex NTRK In Toronto, Canada

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 the Seller Dashboard, including a custom 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+.
- 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

NOV 2021 – APR 2022

Super in Toronto, Canada

Led UX/UI strategy and design to integrate travel 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.
- Enhanced the usability of SuperShop, resulting in a seamless shopping experience that helped users save over \$150M.
- Designed user flows and interfaces that integrated e-commerce and financial services, enabling a unified platform experience post-rebrand to Super.com.

### SENIOR PRODUCT DESIGNER

DEC 2015 – NOV 2021

Consulting In Toronto, Canada

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

### PRODUCT DESIGNER

DEC 2014 - DEC 2015

Yellow Pages in Toronto, Canada

Developed iOS, Android products recognized in the Best New Apps section of the App Store.

### USER EXPERIENCE DESIGNER

APR 2014 – DEC 2014

Rogers Communications in Toronto, Canada

Developed prototypes and conducted user testing, built personas and journey maps, and created information architecture maps and wireframes.

### USER EXPERIENCE DESIGNER

APR 2013 – APR 2014

Lush Concepts in Toronto, Canada

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.

## CONTACT

Toronto, Canada

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## 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