

# SEAN FARRELL

Design Leadership | 0→1 Execution | UX Strategy | Team Builder

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Strategic product design leader with 20+ years of experience building high-performing teams and delivering innovative products for web, mobile, and enterprise platforms. Proven ability to scale design systems, integrate research and analytics, and drive business growth through customer-centric design. Passionate about inclusive leadership, experimentation, and bringing products from 0 → 1, including several independently launched products from concept to code.

## Director of Product Design | Ownr (RBCx)

April 2022 – July 2025 | 3 years (Toronto, ON)

- Built and scaled a multi-disciplinary team of 6 across product and brand
- Developed and executed a holistic UX strategy rooted in data and user research
- Led full product and journey audit to uncover high-impact UX improvements
- Delivered redesigns to business registration, onboarding, and banking flows, increasing conversion, acquisition, and enterprise value
- Modernized design system and brand expression for scalability and consistency
- Spearheaded a culture of experimentation and iterative design through A/B testing and rapid prototyping
- Introduced new workflows, improving efficiency across design and marketing
- Contributed to company growth from 70K to 200K+ registered businesses
- Reported directly to CEO as part of the senior leadership team

## Director of Product & User Experience Design | SAP Store

March 2021 – April 2022 | 1 year (Toronto, ON - Remote)

- Led global UX team redefining SAP's enterprise marketplace experience
- Managed and mentored a team of 5 full-time designers
- Reimagined key journeys leveraging analytics, customer interviews, and competitive insights
- Introduced productivity tools that improved team efficiency by 90% and cut SaaS costs by 50%
- Partnered cross-functionally with sales, engineering, and vertical leads to drive product vision and business outcomes

## Senior UX Design Specialist | SAP

January 2015 – March 2021 | 6 years (Montreal, QC)

- Led UX design for a variety of projects in an Agile project environment
- Ran Design Thinking workshops and built trusting relationships with global customers of all industries
- Designed custom enterprise applications from information architecture and wireframes through to high-fidelity prototypes and developer handoff
- Collaborated with engineers, project managers, and software architects to ensure the successful delivery of dozens of custom enterprise solutions
- Mentored junior designers and fostered a high-performing team environment

### CORE COMPETENCIES

Design Leadership

Executive Level Strategy & Alignment

Product Design & Strategy

UX Strategy & Research

Human-Centered Design

Cross-functional Collaboration

Scalable Design Systems

Data-Driven Decision Making

DesignOps & Process Optimization

Visual Design & Brand Systems

Coaching & Mentorship

Design Thinking & Facilitation

## Senior UX/UI Designer | [CBC/Radio-Canada](#)

February 2011 – January 2015 | 4 years (Toronto, ON)

- Set design direction for all CBC Radio's digital products across web and mobile
- Led journey mapping, user research, and visual execution in collaboration with cross-functional teams
- Successfully delivered a complete redesign of the CBC Radio app for millions of users in conjunction with the launch of iOS8

## Creative Designer | [70 MAIN STREET](#)

September 2009 - February 2011 | 1.5 years (Toronto, ON)

- Delivered digital campaigns for top-tier clients including Rogers, TD Bank, and Samsung
- Designed digital ads, micro-sites, and full scale websites

## Creative Designer | [Mouth Media](#)

September 2006 – September 2009 | 3 years (Toronto, ON)

- Designed and developed branded websites, e-commerce platforms, and marketing materials
- Mentored junior team members and led key accounts
- Second design hire at a growing agency; contributed to company growth from 2 to 8 employees

## EDUCATION

### Durham College

Multimedia Design Diploma  
(2006)

## ACHIEVEMENTS

SAP Catalyst Award recipient  
(2018 & 2019) for driving  
measurable business impact

Completed SAP Solutions  
Architecture Fellowship  
(Presales & Customer  
Experience)

Design, built, and launched  
multiple independent  
projects, with thousands of  
regular users of each.

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## Independent Projects

### ReelCalm | <https://www.reelcalmapp.com>

iOS App - Launched January 2021

- Designed, developed, and launched an app that helps users flag emotional triggers in movies and TV shows
- Built end-to-end: UX, visual design, SwiftUI development, and deployment
- Community-focused and privacy-conscious, aimed at improving digital well-being

### Joli Bookmark Manager | <https://www.joli.cc>

Web App - Launched in 2023

- Created a minimalist, cloud based bookmark manager for individuals and teams
- Responsible for full product lifecycle: UX, UI, development, and deployment

### Phocal | <https://www.phoc.al>

iOS App - Beta Launch 2024

- Developed a mobile app for saving visual reminders with embedded location, time, and context
- Designed intuitive camera-based UX with custom reminder logic and Core Data storage
- Built in SwiftUI and launched as a fully featured MVP, showcasing rapid solo development