Soroush Toloue

Lead Product Designer, Instructor & Accessibility Specialist

10 York St. Toronto ON | (416) 835 3489 | Sorousht@gmail.com

Summary

With 14+ years of experience crafting & designing innovative user experiences and interactions for enterprises as well as B2b softwares, websites and Apps. Proven success record in designing UI/UX for complex customer journey applications in healthcare, retail, telecommunications, public, private, HR, Gaming as well as Fintech industries.

Expert skills in Visual Design as well as creating low and high-fidelity prototypes, wireframes, mockups, workflows, user stories, user journeys, experience map, usability testing, end-user interviews, etc…using tools such as Figma, Justinmind, Moqups, UXPin, Fluid UI, Balsamiq Mockups, Axure, Pidoco as well as expert knowledge of Sketch and Adobe creative cloud suite (Photoshop, Illustrator, Adobe XD, Premier, etc..).

With a background in managing both design and development teams, have helped many large financial institutions in creating guidelines and design systems while leveraging Human Centered Design as well as Design thinking principles with a focus on infrastructure, scalability, usability and modular design (build once and use many).

Specialties: Figma, Axure RP, Sketch, Adobe Creative cloud. Product Design, Wireframes and Prototyping, Design Thinking, Human-Centered Product Design, Usability, Visual Design and Accessibility (AA), AODA, WCAG 2.1

Lead Product Designer

Electronic Arts (EA) | Toronto, ON   (Oct 2023 − Present)

- Building a new Hub that would connect all teams, across the organization under one roof
- Building a new Power BI Dashboard that can house all the core metrics, across the organization under one roof
- Performing usability testing at all stages of the design: low as well high-fidelity
- Creating stunning visual designs for charts, bars, graphs, and all other HTML components to be used as part of a new Design System
- Creating visual designs for two separate websites
- Creating screens for franchises such as: American Football (MADDEN), Apex, Battlefield, F1, FC (FIFA), NHL, SIMS, Skate, Star Wars, UFC, WRC (World Rally Championship) amongst others…
- Working on two internal facing modern, responsive, accessible websites in limited time span
- Working on making sure all tools are self-serve, easy to navigate and are designed to handle maximum complexity and scale
- Performing multiple rounds of UX audits of existing or legacy applications

Lead UX Instructor

Brainstation | Toronto, ON   (Sep 2023 − Present)

- Teaching a class of about 20 people, an introductory course to UX Design
- Learning to work with another instructor
- Ability to teach and communicate with a large group of people
- Facilitate in-class assignments and encourage participation

- Encouraging students to ask questions, present, learn, fail and never give up!

Lead Product Designer
Lululemon | Toronto, ON   (June 2022 − June 2023)

- Lead Product Designer for the Guest Education Centre (GEC) – Flagship software customer interaction at Enterprise level
- Lead Product Designer on AMB (Apple Messaging for Business) integration into the GEC - Collaborating with teams from Apple and Microsoft
- Lead Product Designer on COM – Brining legacy features into a semi-modern app with limited tech, budget and timelines
- Lead Product Designer on PCE (Product Conversation Experts) – Bringing legacy features into a semi-modern app with limited tech, budget, and timelines
- Introducing AI features such as: Co-Pilot, smart summary, auto-response for Emails on D365
- Lead Product Designer on Zipline (main communication tool for Educators to use) – Cleaning up the Educator's landing space and making recommendation for successful integration of Zipline
- Lead Product Designer on Email   Pull – Working with AI experts to categorize emails for Educators and provide automatic responses
- Lead Product Designer on BPF (Business Process Flows) – Making sure the latest features of MS Dynamics 365 are leveraged to raise the efficiency levels of the Educators in Resolving cases
- Lead Product Designer on FCR (Trace & Appeasements) – Providing the right content in the right context for the Educators so that tasks such as Appeasements are done with relative ease
- Collaborating closely with UX Researcher to ensure all solutions have been tested and work for everyone
- Collaborating closely with UX Designers as a part of the design team responsible for BOPIS (Buy online, pickup in store) – standalone software or SaaS

Lead, Sr. Product Designer
ADP | Toronto, ON   (February 2021 − June 2022)

- Working on the on the company's flagship software for HR (world's largest: involving native Apps, stand alone softwares, websites, etc…)
- Working as the Lead UX on several large-scale, responsive projects involving tight deadlines and overlapping timeframes
- Lead and Senior member of the HR Squad
- Lead and Senior member of the UX Growth Team
- Lead and Senior member of the Accessibility Guild
- Delivering UI/UX wireframes and protypes using Figma, Sketch, Invision, Adobe Creative Cloud & Axure
- Supporting USA, Canada and cross-border clients

Lead Product Designer

Home Depot | Toronto, ON   (August 2020 − March 2021)

- Responsible for the UI/UX & Accessibility of more than 75 native software across the enterprise
- Responsible for creating the flagship product for order fulfillment (Sass)
- Lead Product & Accessibility specialist responsible for creating MTB (My Tool Belt) which is used on the header of every App and is the primary way of navigating between all Apps across the enterprise
- Lead Product & Accessibility specialist responsible for creating App Badges - All apps across the enterprise were divided into suite of apps (much like MS Office or Adobe Creative Cloud). Each App or App category was represented through a badge consisting of: App Icon, App Name & App Abbreviation
- Lead Product & Accessibility specialist responsible for creating Splash Screens - providing over 30 templates and examples to be used with by all Apps across the enterprise
- Lead Product & Accessibility specialist responsible for creating a brand-new Design System: Designing re-usable patterns and components to be implemented globally by all Apps across the enterprise
- Creating Design System components such as: Skiplinks, H1s, Paragraphs, CTAs, Input Chips, brand new colour pallet for the enterprise (Primary, Secondary, Tertiary, B&W, Accessibility etc...), Iconography, Accessibility Screens, Support Screens (About, Contact, Help, Feedback, Training etc...), Imagery and Visual Designs, Cards, Tables, Tabs, Sub-Tabs etc...
- Lead Product & Accessibility specialist responsible for creating & conceptualizing Onboarding (Mandatory Training Tutorials for all apps). No centralized digital hub for training existed prior to my involvement. Now all app trainings are automatically presented to the 1st time users and are all housed under one roof so that they could be searched and recalled when needed
- Enterprise User Experience Design (EUX) team's Manifesto: Providing documentation which described in details: What we are, Who we are, What we do, How we do it, Benefits, etc...This was shared and approved at a directorial level and was adapted by not just the enterprise team but also the public facing teams as well
- Providing detailed documentation on Confluence: User Experience Design (EUX) team's standards such as: Design mission and Directives, All Support Screens: About, Contact, Onboarding, Accessibility, Contact, Feedback, etc...
- Responsible for creating surveys using MS Forms to gather quantitative research and data from all Apps across the enterprise for various components and screens such as Onboarding, About, Accessibility, Contact, Feedback, etc...
- Creating low and high-fidelity mockups and prototypes for testing and approvals on more than 25 different projects with short deadlines and often overlapping timelines
- Lead Product & Accessibility specialist responsible for creating the enterprise's primary Application for fulfilling customer orders - Delivering more than 120 approved screens in less than 3 weeks
- Working closely with VPs, Directors, Legal, Compliance, Accessibility, Developers and End Users to ensure that the final product works for everyone and is in-line with the current business strategy
- Delivery of more than 5,000 individual design links (each containing multiple screens) for internal discussion and review for the design team as well as business stakeholders
- Using the latest tools and technologies to create the best possible experience such as Figma, Sketch, Justinmind, Invision, UserTesting.com, OptimalWorkshop, etc…
- Focused approach on leveraging design Thinking principles and human-computer interactions to ensure that all solutions are user-centred and help the users to accomplish their tasks in the most effective, efficient, and delightful way

Lead Product Designer

Architech (Telus) | Toronto, ON (July 2020 − August 2020)

- Working on a short term B2B project for Telus as the lead UI/UX designer
- Performing user researching and conducting interviews with both users (or their representatives), call centre people and all other major stakeholders
- Responsible for creating personas, wireframes, user journey maps, usability testing and the visual designs
- Leading the team in accessibility and ability to present the latest to all major stakeholders
- Working closely with the DEV teams to ensure the final product supports assistive technologies such as Jaws, NVDA and Voice Over

Lead Product Designer

Ministry of Education | Toronto, ON (April 2019 − March 2020)

- Working on Internal facing dashboard: A huge project involving various levels of the organization. Ensuring that the policy makers have the right tools to make correct evidence based, data driven decisions
- Working as the Lead UX, Visual & Interaction Designer on 6 different projects with overlapping timelines and managed to deliver more than 500 modern, Responsive, Accessible screens, with short deadlines
- Utilizing tools such as Adobe Creative Cloud (Photoshop, Illustrator, Adobe XD, Premier, etc…), Axure, Balsamic, Invision, Zeplin, Justinmind and Sketch
- Leading the team in Product Design best practices, Visual Design principles and Accessibility guidelines and best practices – AODA, WCAG 2.0 (AA) & WCAG 2.1 (AAA)
- Working as the Lead UI/UX designer on several bi-lingual large-scale, complex applications (internal and public-facing): Involving typography, prototyping, visual design layouts, icon design and Accessibility
- Creating wireframes, user-journeys, sitemaps, emotional maps and information architecture
- Leveraging Design Thinking Principles while working closely with Directors, PMs, POs, BAs, QAs and Developers to create products that are universally designed and help drive business strategy
- Developing user journey maps and interaction guidelines and principles to clearly define and set parameters for all human-computer interaction between the experience and all end users
- Leading the Product Design team in presenting work and managing to get buy-ins from multiples stakeholders from various parts and levels of the organization
- Helping the business re-design the existing legacy applications into modern, Responsive, Human-Centered and Accessible digital assets that work for everyone
- Helping to establish a Design System: Using already coded and tested, reusable components that can support multiple lines of business
- Leading and facilitating Usability, Accessibility and Design Thinking workshops
- Excellent conflict resolution skills regarding making design related decisions and problem solving
- Using a variety of research methods to gather insights and data about the users as well as performing competitive analysis on several existing products
- Mentoring junior designers on the team in Product Design best practices and standards as well as how to perform usability-testing, present their ideas and get buy-ins from developers, managers and other stakeholders
- Leveraging Google material Design on several projects

- Experience working with Microsoft Dynamics: Turning multiple legacy dashboards in to modern, accessible, user-friendly experiences that work for everyone

Lead Product Designer

TD Canada Trust | Toronto, ON (May 2018 − March 2019)

- Working as the Lead User Experience, Interaction and Visual Designer on the Assisted Channel Platform (ACP): An internal facing software for assisting branch employees across the enterprise (stand-alone software)
- Working as the Lead User Experience, Interaction and Visual Designer on the Assisted Channel Platform (ACP): Envisioning of a software to assist all branch employees in the future (4 - 8 years)
- Working as the Lead User Experience and Interaction Designer, responsible for the customer's journey and interactions for all Everyday Banking (EDB) products
- Working as the Lead User Experience and Interaction Designer, responsible for the customer's journey and interactions for all Credit Card (CC) products
- Designing world-class interactions, information architecture and page schemas using the latest standards and trends in usability, design and accessibility (AODA , WCAG 2.0 - AA)
- As the Lead User Experience Designer for the DCX (Digital Customer Experience) team, ensuring that each design solution was accordingly to technical limitations as well as budgetary and timeline constraints
- Collaborating as the Lead Product Designer with Directors, VPs, POs, BAs, Content writers, Designers, Developers, Legal & Compliance as well as members of Accessibility teams to reach strategic business goals via providing the best user experience for the end user (Design Thinking / HCD principles/ user-centered design). Analyze, groom user stories and attend daily stand-ups (agile) to gain insights and comprehend the scope
- Using scrum and agile methodologies to collaborate as a part of multi-disciplinary teams
- Translating user stories into functional (low & high fidelity) protypes / mockups and design layouts using tools such as: Sketch, Axure, Adobe Creative Cloud (Photoshop, Illustrator, Premier, etc..) and Invision
- Performing usability-testing as the lead UX, providing expert guidance to the project teams, creating test strategy/plans, test scenarios, screens and facilitating usability-testing and workshops as required
- Utilizing a variety of usability testing methods to ensure that all human-computer interactions were optimized to the maximum for all user groups
- Designing external-facing web-based (Responsive) and internal, thick-client (native) softwares and apps
- Mentoring the junior designers on Product Design best practices, Accessibility guidelines as well as how to get design buy-ins from various stakeholders across the organization
- Designing and developing more Accessible applications using the AODA, W3C, (WCAG 2.0 – AA & AAA), WAI, Web Content Accessibility guidelines, documentations, and best practices

Sr. Developer

Deloitte Canada | Toronto, ON (March 2018 − May 2018)

- Working on the UBC's (University of British Columbia's) large scale, bi-lingual, public facing web app
- Working as the Lead UI DEV, leveraging the latest standards in HTML5, CSS3, JavaScript & Bootstrap combined with Salesforces components to create accessible(AA), responsive, web and mobile experiences
- Experience collaborating with projects managers, designers, developers and other stakeholders to understand the scope of the project and align on business objectives
- Working in an agile environment as a part of a multi-disciplinary teams across Canada

- Working closely with designer and developers to implement new user-stories on multiple successful sprints / releases
- Experience mentoring junior and new developers on the team on Salesforce best practices

Lead Product Designer / Sr. Developer

BMO Financial Group | Toronto, ON   (October 2016 − February 2018)

Sr. Developer

- Working on SmartFolio: A large-scale, public-facing customer journey web-based investment application
- Angular web application development for Personal Wealth (myWealth)
- Dynamic landing page generation for Process Centre of Excellence department
- Attending daily stand-ups and completing tasks in sprints using scrum and agile methodologies
- Performing accessibility audits (AODA, WCAG 2.0 – AA & AAA) on major public facing web applications
- Performing QA, UAT, Usability-testing, Peer Code review and device testing for cross-browser functionality and aesthetics
- Implementing UI based on the corporate standards and best practices while utilizing a design system

Lead / Sr. Product Designer

- Collaborating on UX related components involved in everyday banking (EDB)
- Participate in creation of a new Design System based as a part of a large design team (30 designers)
- Designing UI/UX elements which contributed to the new design systems which affect all levels of the enterprise (Wealth, PCD, ATM, eForms, Mobile, Digital acceleration, NA channels, etc.)
- Leading the Product Design team in presenting work and managing to get buy-ins from multiples stakeholders from various parts and levels of the organization
- Spearheading several projects at a time and meeting tight deadlines
- Contributing to the development, maintenance, and continuous improvement of efficient and effective accessibility methodology/process, documentation, workflow, ROI, metrics and design standards
- Acting as an accessibility evangelist; advocate and thought leader regarding the principles of Design Thinking principles and Human-Centered Design (HCD)
- Using several different methods to ensure that all human-computer interactions and touch points were well thought out, tested and have a proven track record
- Keene eye for details as well as Performing regular audits of all BMO's digital products and assets as they pertain to the COE (Centre of Excellence) and Digitization
- Ensuring the best practices are applied regarding Accessibility for Ontarians with Disabilities 2005 Act (AODA) as well as the Web Content Accessibility Guidelines (WCAG 2.0 - AA) and W3C, Web Content Accessibility Guidelines 2.1 (AAA)
- Creating Product Design related artifacts such as wireframes, user flows as well as low and high-fidelity prototypes
- Utilizing tools such as Adobe Creative Cloud (Photoshop, Illustrator, Adobe XD, Premier, etc…), Axure, Balsamic, Invision, Zeplin, and Sketch
- Mentoring junior designers on the team in Product Design best practices and standards as well as how to perform usability-testing, present their ideas and get buy-ins from developers, managers and other stakeholders
- Utilizing Google Material Design for several key projects

Lead Product Designer

- Helped BMO establish the eCentre of Excellence where the digitization team (lead by me) was able to digitize all the bank's paper forms (the height of which is as tall as the BMO tower) and store them in a digital library
- Lead the design team that delivered seamless cross-platform integration between several legacy and new applications into a cohesive "One Bank" experience for the end users. Instead of checking their various accounts using multiple logins and passwords, we were able to design a multi-device platform so that the account holders can check all their accounts under one roof
- Designing Product Design elements which contributed to the new design systems which affect all levels of the enterprise (Wealth, PCD, ATM, eForms, Mobile, Digitial acceleration, NA channels, etc.)
- Experience collaborating with projects managers, designers, developers and other stakeholders to understand the scope of the project and align on business objectives
- Building user-centric application while championing the user experience
- Build a cross-browser compatible user interface with a highly creative approach to Web Design
- Performed AB testing / Iterative testing/ usability testing & Accessibility (AODA, WCAG 2.0 – AA) audits
- Attending daily stand up meetings and reporting directly to the Scrum Master or the Product Owner
- Mentoring junior designers in working in an agile environment using iterative sprints for the Digitization's new e-Centre Of Excellence (COE)
- Utilizing Google Material Design for several key projects

Lead Product Designer & Developer

Moneris Solutions | Toronto, ON   (July 2015 − October 2016)

- Leading, managing and mentoring a team consisting of more than 20 designers and 10 developers
- Responsible for maintenance, governance and implementation of all marketing collaterals while leveraging the latest in fin-tech for all public facing digital assets: Moneris.com, MonerisUSA.com and GetPayd.com (Saas)
- Collaborating with Directors, VPs, POs, BAs, Content writers, designers, developers, legal & compliance as well as members of accessibility teams to reach strategic business goals via providing the best user experience for the end user (Design Thinking / HCD principles/ user-centered design).
- Working as the liaison between the business and several third-party agencies such as Ogilvy and Razorfish
- Ensuring the best practices are applied regarding Accessibility for Ontarians with Disabilities 2005 Act (AODA) as well as the Web Content Accessibility Guidelines (WCAG 2.0 - AA) and W3C, Web Content Accessibility Guidelines 2.1 (AAA)
- Utilizing tools such as Adobe Creative Cloud (Photoshop, Illustrator, Adobe XD, Premier, etc…), Axure, Balsamic, Invision, Zeplin, and Sketch
- Working within the standards of the brand guidelines for web, print and social media channels
- Evangelist for usability and accessibility as well as user testing methods and researching while performing bi-weekly workshops for the business and other interested parties (Designers, developers, PMs) to educate the business more about the UX best practices and industry norms.
- Participating in daily stand-ups and using the agile methodology
- Expert ability to bridge the gap between users, technology and business needs through a user-centred approach to ensure all human-computer interactions were simple, easy to use and modern
- Creating UX related artifacts such as wireframes, user flows as well as low and high-fidelity prototypes

Lead Product Designer

Toronto Cosmetic Clinic | Toronto, ON   (July 2012 − April 2015)

- Supporting public-facing websites: TCClinic.com, Clinic360.com and Shopify e-commerce platforms
- Working closely with managers and other stakeholders in defining User Experience strategy and leading the design team in helping them execute a user-centred vision, while leveraging research and data
- Performing usability-testing sessions to improve customer journey experience
- Performing usability-testing sessions to improve all human-computer interactions for all user personas
- Utilizing tools such as Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Adobe XD, Premier, etc…), Axure, Balsamic, Invision, Zeplin, Justinmind and Sketch
- Expert knowledge in AODA 2005 Act, Section 508, W3C WAI Web Content Accessibility Guidelines (AA)
- Leveraging data and analytics to make design decisions
- Carrying design and web projects from concept to completion while adhering to the brand standards
- Extensive experience educating business stakeholders and other team members (Designers, Developers, QA, etc..) in Product Design latest trends, standards as well as guidelines and best practices
- Working in a fast-paced agile environment as apart of a multi-disciplinary team
- Designing other graphics, animations and manipulating digital photographs
- Creating flash presentations, newsletters (print), and other marketing collaterals
- Researching interaction web design trends and Created Style guides for non-existing features
- Creating UX related artifacts such as wireframes, user flows as well as low and high-fidelity prototypes
- Experience creating and providing design direction for videos, animations, illustrations and interactions
- Advanced use of Sketch, InVision, Photoshop, Illustrator, Flash, Dreamweaver, HTML5, CSS, SEO, Java Script and Jquery

Sr. Product Designer & Developer

Moneris Solutions | Toronto, ON   (October 2010 − July 2012)

- Supporting multiple bi-lingual, public facing digital assets such as Moneris.com, Shopmoneris.com(MagasinMoneris.com) & Morris.Moneris.com
- Experience Designing for Omnichannel with a focus on mobile design
- Carrying design and web projects from concept to completion while adhering to the brand standards
- Mentoring the junior designers on UX best practices, accessibility guidelines as well as how to get design buy-ins from various stakeholders across the enterprise
- Design / develop products that are user-friendly, effective and appealing and utilized user-centered design
- Working closely with developers, managers and other stakeholders to translate requirements into functional low as well as high fidelity mockups and prototypes using tools such as Sketch and Adobe Creative cloud (Photoshop, InDesign, Illustrator, Flash and others…)
- Leading the team in UX best practices, Visual Design principles and Accessibility guidelines and best practices (AODA - 2005 & WCAG 2.0 - AA)
- Working closely with developers, manager and other stakeholders to ensure the digital solutions adhered to the business requirements and met the company's legal, compliance, accessibility as well as technology team's standards and feedback. Although we worked in waterfall, the turnaround for feedback was often done quickly and therefore it went to implementation and subsequently to QA and approval with ease
- Evangelist for usability and accessibility as well as user testing methods and researching while performing bi-weekly workshops for the business and other interested parties (Designers, developers, PMs) to educate the business more about the Product Design best practices and industry norms

- Closing the gap between digital experience and the people who use them through getting to know the users and their current pain-points (human-computer interactions)
- Creating Product Design related artifacts such as wireframes, user flows as well as low and high-fidelity prototypes

Certifications

With 84 certifications on all aspects of the work: UI Development, UX & UI Design principles as well as Accessibility guidelines and best practices.

Education

Humber College – Theatre Performance (2011, 2014)

George Brown College – Theatre Arts (2009, 2011)