

James Serez

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Experience

Product Lead

Learning for
Humanity
Feb 2023 - Current

- Led end-to-end UX design for an international web-based LMS scaling to 50,000+ users
- Built and maintained a Figma design system with tokens and components, across web and mobile
- Executed full redesigns of 3 major consumer interfaces, applying accessibility-first design thinking
- Shipped mobile-friendly application surfaces and 25+ internal tools across the full design lifecycle

Product Designer

CodeGem
Internship
May - Aug 2021

- Led research and design of modernized onboarding flow expected to increase user profiling data by 80%
- Owned end-to-end creation of analytics to provide advanced insights into developer productivity

Product Designer

Arctic Wolf
Internship
Sept - Dec 2020

- Designed internal task management platform for 1000+ employees, converting stakeholder feedback into comprehensive designs via Figma
- Merged customer-facing products into a unified dashboard, reducing 7 platforms to 1

UX Designer

Manulife
Jan - Apr 2020

- Drove product strategy, design and refinement of Manulife's first engineering outreach web platform
- Utilized personas, surveys and user testing to develop architecture

Product Manager

Purolator
May - Aug 2019

- Identified need for support desk UI/UX restructure through customer interviews and surveying
- Validated prototype via user testing to reveal 75% increase in user satisfaction
- Launched surveying method for gathering user feedback, new standard across all departments

UI/UX Designer

Bonfire Interactive
Jan - Apr 2018

- Owned eCourse development project used to successfully train over 1000 clients and relieve support

Projects

Vysio

Reimagining physio rehabilitation through enhanced tracking and comprehensive analytics.
Product & Design Lead.

fingo

Creating financial literacy through iterative exposure to investment markets and metrics.
Owned UI/UX methodology.

Education

Systems Design Engineering (BASC)

University of Waterloo
Sept 2017 - May 2022

Skills

Design

Figma • Sketch • Illustrator
UI/UX Design • User Interviews
User Testing • UX Research

Product

Product strategy • Systems thinking
Road Mapping • Prioritization
Prototyping • Vibe coding

Software

HTML • CSS • JavaScript
Python • Git
JIRA • Asana • Trello

AI Tools

Claude Code • Copilot
Figma, Atlassian, Asana MCPs

Hobbies

Volleyball • Beach Volleyball
Travel • Hiking • Cycling
Writing Music • Piano
App Design

Sharpen

Ensuring continuous professional development from LLM usage by generating quizzes and challenges from user prompts.