

# Amos Shaw

## Product Designer

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### Skills

Visual Design  
Art Direction  
Creative Direction  
Interaction Design  
User Research  
Usability Testing  
Copywriting

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### Tools

Sketch  
Figma  
Miro  
Adobe Suite  
Illustrator  
InVision  
Pen & Paper

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### Education

International Academy of Design  
Graphic Design

York University  
B.A Psychology

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15+ year track record of innovation and success in crafting creative products and engaging UX/UI experiences for startups and brands through a combination of storytelling, design, and technology.

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### TorStar / SR. Product Designer

Feb 2021 - present,, Toronto

Providing UX/UI services across The Star's Mobile App and Web. Lead Designer for major enhancements to the Sports section integrating enhanced stats and widgets into the current offering.

### Sun Life / SR. UX/UI Design

Dec 2018 - 2020, Toronto

Deliver exceptional UX/UI design services and thinking supporting the entire Global Team's public facing sites. Lead UX for global intranet redesign for 30k employees and developed a global DSM in partnership with Invision. Conducted user testing, research and produced prototypes and final mockups for web applications and marketing pages.

### Warshawskis/ UX Design Consultant

Dec 2015 - 2018, Toronto

Deliver exceptional UX/UI design services and thinking to a wide range of clients, including TD Bank, RBC, PC Mobile, Financelt and StudySoup.

### Stitch Media / Art Director

2014 - 2015, Toronto

Provided creative services for convergent projects including HGTV, mobile games for YTV and original IP games funded by CMF and the games institute in Waterloo.

### Tineye/ UX Lead

2013 - 2014, Toronto

Developed and streamlined creative processes for one of the world's leading image search recognition companies to support business objectives. Redesigned company website through effective visual designing and critical thinking skills and provide UX/UI for a new product web application.

### Wattpad/ UX Lead

2011- 2013, Toronto

Oversaw all creative aspects of the most downloaded e-reading app in the world to improve website experience and accessibility. Redesigned website and mobile app and all branded marketing and collateral material to achieve branding objectives. Built and led a design team, evaluated team performance, assessed training needs, and implemented a design process to improve productivity.

Additional work and case studies available upon request

