

Tiani Louzada

Senior Product Designer

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Vancouver, Canada

Senior Product Designer with **8+ years** of experience designing enterprise SaaS, aviation, geospatial analytics, ecommerce, and B2B products. I specialize in simplifying complex workflows, translating user, business, and technical requirements into intuitive product experiences, and partnering with cross-functional teams to deliver scalable solutions from discovery through implementation. With a background in front-end development, I bridge design and engineering to create practical, user-centered products that improve efficiency, decision-making, and business outcomes.



SKILLS



Product Design

Product Design • UX Design • UI Design • Design Systems • Information Architecture • Interaction Design • Product Strategy • Prototyping • Accessibility (WCAG)



Research & Strategy

Product Discovery • User Research • Requirements Gathering • Journey Mapping • Business Analysis • Workflow Optimization • Data Visualization • Usability Testing



Collaboration

Cross-Functional Leadership • Sprint Planning • Stakeholder Management • Product Management Collaboration • Task Prioritization • Agile • Scrum • QA Validation

Tools

Figma • FigJam • Photoshop • Illustrator • InDesign • Lightroom • Premiere • Sketch • Jira • Azure DevOps • HTML • CSS • JavaScript • Shopify • Wix Studio • Google Analytics



PROFESSIONAL EXPERIENCE

UX/UI Designer • CAE • Richmond, BC

Feb 2024 – May 2026

Designed enterprise aviation software across **four products** within the Training Management and Development System (TMDS), supporting pilots, instructors, and administrators with training, qualification, and compliance management.

- Led UX and solution design across LMS, QMS, CrewPad, and Electronic Training Records, partnering with Product, Engineering, and QA from discovery through delivery.
- Reduced workflow complexity by **30%** through simplified task flows and improved information architecture.
- Translated requirements into user stories, workflows, wireframes, prototypes, and functional specifications using Figma, Jira, and Azure DevOps.
- Built a reusable design system aligned with approved brand guidelines, improving consistency and delivery efficiency by **35%**.
- Designed responsive web and mobile experiences, product demos, and stakeholder presentations.
- Partnered with Engineering and QA throughout implementation to ensure high-quality delivery.

● **Product Designer · Six Factor** · North Vancouver, BC

Jan 2022 – Aug 2023

Designed the Proximity geospatial analytics platform, transforming complex business data into intuitive map-based workflows, dashboards, and decision-support experiences.

- Led product discovery, customer workshops, and stakeholder alignment to define product priorities and direction.
- Designed data visualization experiences, including dashboards, heatmaps, reporting, filtering, and interactive maps.
- Improved data interpretation by **25%** through redesigned dashboards that made key trends, priorities, and high-impact areas easier to identify.
- Reduced repetitive searching by **35%** through streamlined navigation, filters, and data organization.
- Created customer presentations, conference materials, and interactive product demonstrations to support sales and stakeholder communication.
- Validated product decisions through customer feedback and usability testing.

● **Digital Experience Designer · AMR Mng.** · Richmond, BC

Aug 2019 – Jan 2022

Led the digital experience across multiple ecommerce brands, designing websites, managing online marketplaces, and driving branding, product launches, and customer experience initiatives that supported business growth.

- Increased revenue by **23%** through improvements to customer journeys and product presentation.
- Designed, launched, and managed **two Shopify ecommerce** websites, Amazon Marketplace, and Best Buy Marketplace.
- Led the launch of **10+ products** from concept through market release, coordinating cross-functional activities to ensure successful delivery.
- Rebranded the company and product lines across digital and print.
- Created packaging, product photography, and marketing assets to strengthen brand consistency across digital and print channels.
- Partnered with marketing, sales, and development teams to deliver cohesive customer experiences.

● **Web Designer · CodeMasters Agency** · Hamilton, ON (Remote)

Dec 2023 – Feb 2024

Designed custom websites for businesses while managing projects from discovery through launch.

- Designed and delivered **five client websites** from discovery through launch.
- Led client discovery sessions, gathered requirements, and defined project scope.
- Conducted competitor research and website audits to identify opportunities for improvement.
- Partnered with SEO specialists to improve website visibility and performance.
- Expanded agency services by introducing graphic design and social media offerings.
- Performed quality assurance testing before launch.



EDUCATION

● **Bachelor of Science in Information Technology**

Sep 2014 – Jun 2018

- Rochester Institute of Technology