



IZZY LOURDES

Product Designer (UI/UX)

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Skills

Design

UX design, UI design, interaction design, product design, cross-platform design (mobile & web), accessible design, design thinking, sketching, wireframing, prototyping, user flows, copywriting

Research

User research, user interviews, usability testing and heuristics, A/B testing, information architecture, qualitative and quantitative analysis

Toolkit

Figma, Sketch, Adobe Creative Cloud, InVision, Marvel, Trello, Asana, Jiro, Confluence, Miro, FigJam, Git

Education

UX Design Diploma

BrainStation
2020

Image Arts:

Photography Studies

Toronto Metropolitan University
2014

Experience

Product Designer | Gameloft

FEB. 2023 - FEB. 2024 • HYBRID

- Designed engaging, accessible cross-platform UI/UX sketches, wireframes, mockups, and flows to accomplish user needs and business goals (*Dragon Mania Legends, Disney Magic Kingdoms*)
- Led kickoff meetings to present designs to team and stakeholders, creating alignment on project priorities
- Conducted in-depth user tests, interviews, and competitor analysis to gain insights into user behaviours, improve features, and refine user interactions – 15% increase in user retention

Intermediate Product Designer | FreshPlanet

NOV. 2020 - FEB. 2023 • HYBRID

- Built and maintained FreshPlanet's comprehensive design systems, improving consistency and creating a seamless process for the team (*SongPop, SongPop Party*)
- Led the Adobe XD to Figma design migration, securing stakeholder buy-in and creating smoother workflows and enhancing collaboration among cross-functional teams
- Streamlined design-to-developer handoff with interactive prototypes and design testing to ensure project updates are consistent with the wireframes and accessible across various platforms (mobile, web)