

Jamie Kwong

Product Designer

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PROFILE

Product designer who bridges design and engineering to ship polished, accessible digital experiences at scale. 5 years designing across B2C e-commerce and B2B platforms, from building headless design systems to prototyping with AI. Strongest in design systems, interaction design, and taking ideas from 0→1.

EXPERIENCE

ALDO Group

Montreal, QC · Jul 2021 – Present · 4 yrs 10 mos

Lead UX/UI Designer · Mar 2026 – Present

- Serve as the primary UX advisor across the organization, guiding design direction and decisions for all digital product work
- Sole owner of the multi-brand design system, driving its evolution, governance, and adoption across teams
- Lead 0→1 product initiatives end-to-end, from discovery and concept through launch
- Partner cross-functionally with development, product management, and brand teams to ship cohesive, on-strategy experiences

UX/UI Designer · Sep 2024 – Mar 2026

- Led UX/UI across 4 brands (Aldo, Call It Spring, Globo, Sperry), designing e-commerce flows serving millions of users globally
- Designed a B2B expense management platform streamlining bulk purchasing, approvals, and expense tracking
- Cut design styling time by 87% (~7.7x faster) by migrating Sketch → Figma and building a headless, multi-brand design system
- Integrated AI tools into daily workflows, reducing asset creation and prototyping turnaround time

Associate UX/UI Designer · Jun 2022 – Sep 2024

- Shipped user-tested prototypes and interaction specs with PMs and engineers, reducing design-to-dev handoff friction
- Authored a UX Playbook reference document adopted across all design teams to standardize research and design processes
- Built and maintained multi-brand component libraries in Sketch, ensuring cross-brand consistency

UX/UI Design Intern · Jul 2021 – Jun 2022

- Conducted and analyzed user testing sessions for newly designed site experiences across all brand properties
- Organized and refined sitemap flows to optimize site usability

Design Consultant

Rally Cry · Jul 2022 – Oct 2022 · 4 mos

- Redesigned core platform flows with a focus on WCAG accessibility, improving usability for 15K+ eSports community members
- Developed brand identity system and promotional assets that strengthened community engagement

Creative & Website Designer

YES Cafe · Jan 2021 – Aug 2021 · 8 mos

- Designed end-to-end UI/UX for online ordering and event booking on Square CMS, streamlining checkout to 3 steps
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EDUCATION

Bachelor of Design (Honours)

York/Sheridan Program in Design · York University & Sheridan College

SKILLS

Design — Product Design, UX/UI, Interaction Design, Design Systems, User Research & Testing, Prototyping, Motion Design, Accessibility (WCAG)

Tools — Figma, Framer, UXPin, Principle, Adobe CC (Photoshop, Illustrator, After Effects, Premiere Pro)

Technology — HTML/CSS fundamentals, AI-assisted prototyping & development (Claude, Codex, Gemini), Vercel