

# D'Aundre Pryce-Pierre | Senior UX Designer

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## Work Experience

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### UX Designer (6 Month Contract)

*Lululemon • Toronto, Ontario • May 2024 - Oct 2024*

- Collaborated with the Guest Confidence & UGC Team to optimize lululemon's review engagement, enhancing trust and feedback
- Led audits of the review experience and submission flow, identifying areas for improvement and providing actionable insights to streamline the user journey.
- Assisted in planning and designing future review experiences to boost customer interaction and submission quality.
- Designed and tested prototypes, balancing high-fidelity outputs and rapid iterations to validate concepts efficiently.

### Product Designer

*Orium (Formerly Myplanet) • Toronto, Ontario • February 2021 - July 2023*

- Worked collaboratively with Designers, Developers, and Project Managers to improve the UX of Harry Rosen's e-commerce platform.
- Launched features like wishlisting, home stores, shop similar items, and top-level filtering on high-traffic pages.
- Created and maintained a revised design system for Harry Rosen.
- Boosted site conversion rates by 20% and drove a 2.5x increase in online revenue year-over-year.
- Awarded "Best Retail Project" by the MACH Alliance in 2022.

### Product Designer

*Quantum Mob • Toronto, Ontario • September 2019 - February 2021*

- Conducted Design Sprints to help external clients refine their digital solutions.
- Directed initiatives resulting in a 34% increase in website pageviews and visitors.
- Played a key role in establishing the company's rebranding efforts.

### Digital Design Intern

*Reflektor Digital • Toronto, Ontario • May 2018 - September 2018*

- Created motion graphic animations, wireframes, and high-fidelity mock-ups for clients.

## Technical Skills & Tools

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Prototyping, Design Systems, Interactive Prototyping, Motion & Interaction Design, Usability Testing, User Research, HTML, CSS, JavaScript, Web Accessibility Standards (WCAG), Figma, Adobe CC, Sketch, Systems-thinking, Workshop Facilitation

## Education

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Honours Bachelor of Interaction Design

*Sheridan College • Oakville, Ontario*