

# Irem Harnak

Product Designer & Design Engineer

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Hybrid Product Designer & Front-End Developer with 9+ years crafting accessible, visually refined, user-centric digital products across web, mobile, AR/VR, and emerging platforms. I design clean, inclusive interfaces with a strong eye for typography, hierarchy, motion, and interaction detail, and bring them to life through production-ready front-end code.

## EXPERIENCE

**Independent Product Designer & Design Engineer** Self-Employed · Freelance Dec 2025 – Present | Remote

- Designing, building, and shipping digital products and tools independently across consumer wellness, developer tooling, and client work.
- Designed and shipped Anchor (anchorreset.com), a consumer mental wellness web app, solo from zero to live users. Owned the full product lifecycle including UX strategy, interaction design, visual design, and frontend build using AI-assisted development tools including Codex and Claude Code.
- Designed and published Context Bridge, a Figma plugin for exporting design context as prompt-ready implementation context for AI coding agents, live on Figma Community. Applied interaction design and visual design principles to create a clean, developer-facing tool interface.
- Validated Anchor's product-market fit through organic community research (51K+ content views), identifying five recurring psychological patterns that shaped product language and roadmap.
- Currently building CurioCity, a mobile app, expanding the hybrid design-engineering practice to native mobile.
- Freelancing product design and design engineering engagements.

**Senior Product Designer** TD – Toronto Dominion Bank Aug 2025 – Dec 2025 | Hybrid

- Led end-to-end redesign of core insurance quoting flows (Property, Auto, Liability) for small business owners, reducing drop-off by simplifying complex eligibility logic through progressive disclosure and guided interactions.
- Introduced reusable interaction patterns including dynamic sliders, cascading dropdowns, typeahead search, improving clarity and predictability across the conversion funnel.
- Drove outcome-oriented design decisions using behavioral insights and funnel analysis, influencing roadmap prioritization and introducing testable growth hypotheses.
- Partnered with Product, Engineering, and Content to align experience improvements with compliance requirements and business metrics, leading cross-functional stakeholder alignment across teams.

**Product Designer & UI Developer** BMO – Bank of Montreal Nov 2021 – Jun 2025 | Hybrid

- Spearheaded UX and visual design modernization of a high-net-worth investment platform → +63% platform usage, +71% user satisfaction.
- Developed WCAG-compliant, reusable UI components bridging Figma to production code; scaled design system adoption including visual design standards, color tokens, and typography guidelines across cross-functional teams.
- Designed and implemented an event-triggered survey system that drove feedback engagement up +70%, with satisfaction scores reaching all-time highs (71% desktop, 74% mobile).
- Championed mobile-first, accessibility-first design strategy across web and mobile, integrating analytics-driven insights into each iteration cycle.
- Applied visual design principles including hierarchy, spacing, and motion to create polished, brand-aligned interfaces across web and mobile surfaces.
- Collaborated across Product, Engineering, Data, and business stakeholders to drive design decisions aligned with platform goals, leading cross-functional alignment across a large, distributed team.

**Senior Product Designer** Lumeto (formerly Dark Slope) Jan 2021 – Nov 2021 | Remote

- Led UX for Involve XR, an enterprise immersive training platform deployed to 15,000+ users in healthcare and public safety.
- Ran participatory workshops and stakeholder reviews to align product vision across design, development, and client teams.
- Established a design library for XR best practices, ensuring consistency across future platform iterations.

**AR Creator Resident / Product Designer** Snap Inc. Oct 2020 – Nov 2020 | Remote

- Created Nourish, an AR Snapchat Lens using interactive storytelling, AI, and machine learning to promote healthy habits, demonstrating visual craft, motion design, creative technology fluency and rapid prototyping under pressure.
- Secured team buy-in through a fast-turnaround proof of concept; continued as an Official Lens Creator post-residency.
- Demonstrated rapid prototyping, creative risk-taking, and emerging tech fluency in a fast-paced environment.

**Product Designer** Cream Productions May 2020 – Aug 2020 | Remote

- Designed a VR casual game prototype, integrating storylines and mechanics to meet project goals.
- Collaborated remotely with cross-functional teams to ensure quality delivery.

**UX Designer / UX Researcher** GBC Office of Research & Innovation Nov 2018 – Apr 2020 | Remote

- Partnered with B2B SaaS clients including Autodesk, EcoSpex, and RainGrid to improve product workflows through journey mapping, usability testing, task analysis, and heuristic evaluations.
- Designed interface improvements based on user task analysis and accessibility audits.

**Immersive Storyteller / Interaction Designer** CFC Media Lab Feb 2018 – Jun 2019 | Remote

- Co-directed and co-designed Made This Way: Redefining Masculinity, an interactive mixed-media VR documentary.
- Designed spatial sound, interaction logic, visual identity, and volumetric capture experiences; led usability testing to refine emotional engagement.

## SKILLS

**Design & Product:** Figma, Wireframing, Prototyping, Interaction Design, Visual Design, Typography, Color Systems, Motion Design, After Effects, Lottie Animation, Information Architecture, Design Systems (Storybook), UX Research, Journey Mapping, Accessibility (WCAG / ARIA), Product Thinking

**Frontend Development:** HTML, CSS, JavaScript, TypeScript, React, Angular, Responsive Development, Component Architecture, Git / GitHub

**AI & Emerging Tech:** GPT APIs, Claude, Codex, Figma Make, Cursor, Replit, Vercel V0, AI-Assisted Design, Automation Workflows

**Immersive & Creative Tech:** WebXR, Unity (basic), AR/VR, Creative Coding

**Process & Collaboration:** Agile / Scrum, Jira, Confluence, Cross-Functional Alignment, Design QA, Developer Handoff, Analytics (GA), Workshop Facilitation, Stakeholder Management, User Stories, A/B Testing, Responsive Design, Product Strategy, Design Discovery, Usability Testing, Data-Driven Design, Conversion Optimization, Mobile-First Design

**Bonus:** Multilingual (English, French, Spanish, Italian, Turkish), Cross-Cultural Collaboration, Accessibility Advocacy

## EDUCATION

Certificate: Software Engineering Immersive – General Assembly

Diploma: Interaction Design – George Brown College

MA: Arts Management – University of Warwick