

Irem Harnak

Senior Product Designer & Design Engineer

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Hybrid Product Designer & Front-End Developer with 9+ years crafting accessible, user-centric digital products across web, mobile, AR/VR, and emerging platforms. I design clean, inclusive interfaces and bring them to life through production-ready front-end code, which means less gets lost in translation between design and engineering. Known for leading end-to-end product experiences, scaling design systems, and delivering measurable outcomes from 0→1.

EXPERIENCE

Senior Product Designer & Design Engineer Anchor (anchorreset.com) – Self-Initiated Dec 2025 – Present | Remote

- Conceived, designed and shipped a 0→1 mental wellness web app as a solo founder, owning the full product lifecycle from strategy and IA through UX and frontend build.
- Designed six structured micro-interaction flows (3 minutes each) using a Pause · Orient · Center · Close framework optimizing for low-friction use in emotionally demanding moments.
- Vibe coded the entire frontend independently using Codex and Warp, demonstrating a hybrid designer-engineer workflow without a development team.
- Validated product-market fit through organic community research (51K+ content views across targeted subreddits), identifying five recurring psychological patterns that shaped the product language and roadmap.
- Defined iOS and Android expansion roadmap based on user research, with workplace-context reset library as the next milestone.

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.

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

- Spearheaded UX 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 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.

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 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, and volumetric capture experiences; led usability testing to refine emotional engagement.

SKILLS

Design & Product: Figma, Wireframing, Prototyping, Interaction Design, Information Architecture, Design Systems (Storybook), UX Research, Journey Mapping, Accessibility (WCAG / ARIA)

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

AI & Emerging Tech: GPT APIs, Claude, Codex, 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

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