

Leona Huang

Senior Product Designer

Toronto, ON | Tel: 416 – 836 - 3572 | Email: leona.huang.toronto@gmail.com

LinkedIn: <https://www.linkedin.com/in/leona-huang/> | Portfolio: <https://www.leonahuangarts.com/>

Professional Summary

Senior Product Designer with 8+ years of experience designing mobile-first wealth management and financial products. Skilled in translating complex financial concepts into intuitive, accessible experiences through user research, discovery, and iterative design. Proven ability to work within and contribute to design systems while collaborating closely with product, engineering, and business stakeholders.

Professional Experiences

Senior Product Designer – SickKids(Project from Ravi)

Toronto, ON

Nov 2025 – May 2026

- **Design Strategy & Vision:** Architected an onboarding roadmap to accelerate initial user value and implemented intuitive, accessible instructions that facilitate seamless platform transitions to secure early-stage adoption.
- **Workflow Optimization:** Streamlined complex, data-heavy scientific processes into intuitive user journeys, resulting in 50% improvements in research efficiency for internal teams.
- **Data-driven Roadmap:** Partnered with product teams to prioritize feature development based on user engagement metrics, ensuring resource allocation aligns with platform adoption goals.
- **Led early-stage discovery:** Led early-stage discovery sessions with scientists, business stakeholders, and developers to define the problems and align on product development priorities.
- **Design Presentation:** Delivered high-level design solutions and interactive prototypes to executive stakeholders, translating technical complexity into clear and actionable product decisions to secure buy-in.
- **Design System Efficiency:** Developed a scalable library of UI components following WCAG standards to standardize complex design workflows and accelerate website development cycles.

Senior Product Designer - Canadian Tire

Toronto, ON

Mar 2025 - July 2025

- **AI Project UI Development:** Improved the functionality of ChatCTC (enterprise GenAI tool) by designing intuitive prompt patterns and user flows, enhancing tool adoption and utility across internal departments.
- **User-Centric Growth:** Expanded the mobile app's feature set from MVP to a scalable ecosystem, leveraging data synthesis and user testing to identify and resolve friction points in the retail experience.
- **Conversion Funnel Strategy:** Redesign the "Buy Online, Pick Up In-Store" checkout flow on website and app, resolving critical friction points in the conversion funnel to boost order completion rates.
- **Cross-functional Collaboration:** Partnered with Product Owners and technical teams to navigate technical constraints, delivering creative design solutions that balanced business goals with engineering feasibility.
- **Design system contribution:** Collaborated with UI designers to maintain and contribute new elements to growing design systems for both internal products and B2C digital products.
- **Led usability test:** Planned the usability test for the in-store app feature and delivered the prototypes to the user research team for testing.

Freelance Product Designer

Toronto, ON

Jan 2020 - Present

- **Full-Cycle Product Ownership:** Collaborated directly with the product team to identify design opportunities, scoping and launching end-to-end solutions for various SaaS and consumer-facing products.
- **Design Systems & Branding:** Developed and deployed scalable design systems and high-fidelity prototypes, ensuring cross-platform consistency and accelerating time-to-market for early-stage ventures.
- **Client Life-cycle Management:** Facilitated discovery workshops and user-centred design sessions to help clients define product opportunities and translate business trade-offs into actionable roadmaps.

Senior Product Designer - World Vision

Toronto, ON

Jan 2023 - Jun 2023

- **Design System Scalability:** Developed a multidisciplinary illustration and UI system that enabled the platform to scale **from 200 to over 5,000+ active users**, ensuring visual consistency across all touchpoints.
- **End-to-End Execution:** Delivered high-fidelity prototypes and multidisciplinary designs, bridging the gap between complex brand storytelling and functional user interface design.

Senior Product Designer - TD Bank

Toronto, ON

Nov 2021 - Jun 2022

- **Feature Innovation:** Owned the end-to-end mobile experience for native iOS & Android wealth management applications, driving the architecture of seamless transactional features and data-heavy interfaces.
- **Cross-Functional Collaboration:** Collaborated with a cross-functional digital experience (DCX) team to translate complex financial guidelines into intuitive, accessible customer journeys across 2 wealth management websites and 1 mobile app.
- **Cross-Platform Consistency:** Developed production-ready mock-ups and interactive prototypes, ensuring visual and functional parity across the mobile wealth management ecosystem and web platforms.
- **Strategic Alignment:** Collaborated with stakeholders and technical teams to align design solutions with complex banking regulations, technical infrastructure, and TD's global brand guidelines.

Visual designer - Waterlily Retreats

Toronto, ON

Nov 2018 - Jun 2019

- **Brand Strategy & ROI:** Led the comprehensive brand development and marketing design strategy that directly contributed to **securing \$200,000 in seed investment.**
- **Marketing Impact:** Created high-impact visual assets and marketing materials that defined the company's market presence and drove early-stage user acquisition.

Skills and Tools

Design

Product Strategy, User-Centered Design, UX Research, Interaction Design, Mobile Design, Design Systems, Accessibility (WCAG), Customer Journey Mapping, Prototyping, Workshop Facilitation, Cross-functional Collaboration

Tools

Figma (Advanced Variables), Adobe Creative Suite, Axure, Jira, Confluence, Mural, Cursor

Technical

Native Mobile Design (iOS & Android), Agile Methodology, CSS, HTML, Accessibility (A11y).

Education

University of Toronto

Honours Bachelor of Arts, Fine Arts History Specialist

Toronto, ON

Sep, 2012 - June, 2016

Sheridan College

Post-graduate Certificate, Web Design

Toronto, ON

Sep 2016 - Apr 2017

BrainStation

Diploma, User Experience Design

Toronto, ON

Nov, 2020 - Feb, 2021