

# DELEKÈ J. A. MOBEE [HE/HIM] [DEH-LEY-KEH]

## EXPERIENCED PRODUCT DESIGN LEADER

### Systems design expert: Native app | Web | Web app

Accomplished Product Designer passionate about improving user experience, using data driven and human centric design solutions. Equally focused on increasing conversion rates and driving revenue. Proven success at tackling challenging projects within diverse industries, including agencies and enterprises, while specializing in building digital products, native applications, marketing websites, and cutting-edge SaaS products for B2B and B2C categories. Empathic team player and leader adept at building trust and influencing stakeholders. Strong communicator known for stimulating collaboration and developing high performance teams.

#### PORTFOLIO

[delekedesign.com](http://delekedesign.com)

#### LOCATION

Remote, Canada

#### CONTACT

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## RECENT HIGHLIGHTS

### Shopify Logistics | Warehouse workflow automation | Robot interaction | Native app (2022 - 2023)

- Designed and shipped first Lot Control feature, expanding SFN service offerings and business growth
- Optimized 'Putaway' workflow: Increasing speed by decreasing completion time per task by approximately 2 mins

### Questrade Marketing Website | Fintech | Responsive Web (2018 - 2022)

- Conversion increased by 42% in 2018
- Increased Non-branded Search volume by 8%
- Increased qualified leads by 16%
- The website was a large attribution to winning the 2019 Bronze Effie - Finance & Insurance

## RECENT EXPERIENCE

### FREELANCE Senior Product Designer Aug 2023 - Present

- Conceptualized and designed innovative product solutions for various clients, focusing on user-centric design principles
- Created a variety of design artifacts such as user scenarios, task flows, information architectures, wireframes, and creative briefs to support the design process
- Executed end-to-end design processes, from ideation and prototyping to final product delivery
- Conducted competitor and heuristic analyses to inform design decisions and enhance overall product quality
- Utilized tools such as Figma, to create engaging and functional product designs

### SHOPIFY Senior Product Designer Feb 2022 - May 2023 | Warehouse workflow automation, logistics, robot interaction

- Shaped product vision with a focus on customer-centric, and utilitarian design within the fulfillment network
- Collaborated in Figma to build design systems for innovative digital/mobile solutions
- Conducted research to understand user needs for improving robot-human interactions, and workflow efficiencies

#### Noteworthy achievements:

- Shipped 3 key workflow feature enhancements that increased productivity and expanded service offering capabilities
- Designed and shipped the first Lot Control feature in the WMS allowing business expansion with merchants selling lot controlled goods.

### NO FIXED ADDRESS INC UX Lead March 2018 - Feb 2022 | Marketing and Advertising | Digital Solutions

- Designed customer-centric experiences that increased conversion on various products
- Conducted research, analyzed market trends, and identified opportunities for growth
- Led a UX team, providing mentorship, guidance and ensuring high performance
- Collaborated with cross-functional teams, including product managers, engineers, and marketers, to align on project goals, timelines, and requirements

#### Noteworthy achievements:

- Questrade Marketing Website:
  - Conversion increased by 42% in 2018
  - Non-branded Search volume increased by 8%
  - Qualified leads increased by 16%
  - The website redesign was instrumental in Questrade securing the 2019 Bronze Effie Award in Finance & Insurance.
- Designed and shipped Savour Ontario Website
- Designed and shipped Options For Home Website

## PAST EXPERIENCE

### CLIMAX MEDIA Design Lead May 2016 - Feb 2018 | Digital Solutions

Managed a team of UX designers while also spearheading the design discourse with stakeholders and clients. This encompassed gathering comprehensive project requirements, strategizing and orchestrating tasks and deliverables, and executing meticulous user research through the employment of methodologies like usability testing, interviews, and surveys. This process was instrumental in forging cohesive project strategies, establishing information architectures, crafting wireframes, and delineating user journeys.

### INVIVO Senior UX Consultant Jan 2016 - Apr 2016 | Pharma Digital Solutions Agency

Worked on designs specifically tailored to the Pharma industry. This involved gathering insights from interviews with medical professionals, ensuring adherence to Pharma regulations, and conducting user research through methods like usability testing, interviews, and surveys to inform the design of information architecture. Additionally, I created visual representations such as wireframes and prototypes, showcasing the integration of industry-specific standards and best practices.

### ARIAD COMMUNICATIONS Information Architect Consultant | Aug 2015 - Jan 2016 | Digital Marketing Solutions

At Ariad Communications, I spearheaded the enhancement of sections within the OTIP RAEO website. My responsibilities included consolidating research findings and turning them into actionable design solutions, developing user personas, structuring the information architecture, creating wireframes, and documenting functional requirements to ensure design precision.

### PUBLICIS SAPIENT Information architect July 2014 - Aug 2015 | Marketing and Advertising | Digital Solutions

Played a pivotal role in ideating solutions for design challenges. Organized information structures including systems, website and digital products ensuring seamless navigation and content discovery. Crafted wireframes, prototypes and sitemaps to communicate design concepts and support development.

## EDUCATION

### MASTERS DEGREE

2011 - 2013 | Master of Digital Experience Innovation | University of Waterloo

### BACHELORS DEGREE

2005 - 2010 | Bachelor of Art, w/ Honors | Communications Studies & Film Studies | Wilfrid Laurier Univeristy

## CORE STRENGTHS

### Problem Solving & Product Design Thinking

Adept at uncovering user needs, ideating innovative solutions, and translating them into user-centred designs.

### Data - Driven & Empathic Design

Creative approach to solving problems using data informed insights and aligning design decisions to user needs.

### Team Player

Effective communicator and high trust team member. Keen to collaborating within cross-functional and design teams. Adaptable and ensures project teams feel supported.

## CORE SKILLS

### Design

Visual Design | Design Systems | Prototyping | Wireframes | User Flows | Process Flows | Information Architecture

### Tools

Figma /Figjam | Sketch | Axure | Procreate | Invision | Balsamiq | Google Docs | Illustrator

### Research

Data Analysis & Synthesis | Persona Design | User Test Screeners |Reverse card sorting | Experience Audits |Competitive Analysis |User Stories

### Collaboration

Organizing workshops | White-boarding | Project planning | Facilitating design critique

## AWARDS

### 2019 Bronze Effie

Questrade  
Service: Online trading platform  
Work: Redesign  
KPI: Increase conversion rate  
Role: Lead UX Designer

### 2021 Heart Award

No Fixed Address Inc  
Peer Nominated  
Senior UX Designer

## CONTACT

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