

# Andrew Doran Product Designer

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I'm a product designer that integrates **empathy**, **heuristics**, and **colour theory** to create **accessible** end-to-end experiences for web and mobile.

I enjoy working with companies where I can create and maintain robust design systems, standardize user interviews and testing processes and work with developers to achieve a pixel-perfect design-to-development-handoff.

I follow agile methodologies and have extensive knowledge and practical experience with a spectrum of design practices.

## Experience

### Method:CRM Product Designer

January 2018 - Present / Toronto, Canada

As a product designer at Method:CRM I am responsible for the end-to-end design process, including but not limited to: user interviews, user testing, design system management, wireframes, and high-fidelity designs, design-to-development handoff, resource management, and product planning.

### Telna-KnowRoaming UI/UX Designer

March 2015- December 2018 / Toronto, Canada

At Telna-KnowRoaming I created websites, mobile applications, and dashboard-type layouts. I used my expertise to display complex information and content in a clean and simple form for end-users. Other notable projects executed include robust style guides for both brands, Telna and KnowRoaming.

Secondary to UI/UX Design at Telna-KnowRoaming, I supported our developers by providing industry-standard HTML5 and CSS.

### Marathon Watch Company Creative Director

April 2012 - March 2015 / Toronto, Canada

As a creative director at Marathon Watch Company, my role was to establish a unified vision within the company. At Marathon, I worked on a wide spectrum of design schools such as graphic and web design, package and product design, as well as advertising and marketing. The assets I designed varied from business cards and binocular packaging to high-end military watches and timing devices. Marathon allowed me to explore different stylistic approaches when designing products and the canvases that enclose them.

## Skills

### Research

User interviews, user testing, user flows, user personas, journey maps, A/B testing, surveys

### Design

User interface design, user experience design, accessibility (ADA & WCAG), Design systems management, branding & identity, responsive web & mobile

## **Skills (continued)**

### **Prototyping**

Wireframes, high fidelity, Interactive prototype, responsive web & mobile, ready for development handoff

### **Industry knowledge**

Atomic design, user-centred design, heuristic evaluation, information architecture, color theory, HTML & CSS

## **Values**

### **Orientation to detail**

By applying a strong sense of detail and thorough and precise work, I enable both myself and my teammates to be more efficient.

### **Transparency**

I believe in the philosophy of sharing information and designs to benefit an entire organization.

### **Innovation & growth**

I challenge myself by finding new ways to solve existing problems, especially when it comes to exploring new technologies and growing as not only an employee but a person as well.

### **Customer-centric**

I put pride in my ability to provide the best quality experience for customers.

### **Communication**

I enjoy working with and sharing information between multiple teams, stakeholders and various levels of seniority.

### **Team spirit**

I'm a social creature who works well with teams and promotes healthy communication and shared responsibility.

## **Toolkit**

Figma, Sketch, Abstract, InVision, Jira, Slack, Maze, User Interviews, Marvel App, HTML, CSS, LESS, Adobe Creative Cloud, Google Suite, Office Suite, Notion

## **Education**

### **Ryerson University Image Arts: New Media**

August 2008 - April 2012

The New Media Arts program at Ryerson focuses largely on interactive design, in a rapidly evolving ecosystem that moulds together the realms of art, design, and technology.