# Van Diep

vanistdesign@gmail.com | 647-382-3041 | vandiep.ca | Toronto, ON

## Professional Summary

Senior Product Designer with 10+ years of experience simplifying complex platforms across fintech, healthcare, and enterprise systems. I lead end-to-end design from discovery to delivery, turning ambiguous requirements into scalable, user-centred solutions that ship iteratively. Known for driving alignment across product, engineering, and stakeholders, mentoring designers, and staying hands-on to deliver high-quality work.

## Core Skills

**Product Design**: UX strategy, product discovery, wireframing, user flows, prototyping, responsive design (web and mobile).

**Research & Validation:** competitive analysis, usability testing, stakeholder interview, journey mapping, card sorting, design sprint facilitation.

**Design Systems & Accessibility:** component style, guidelines creation, cross-platform consistency, accessibility standards (WCAG 2.1), inclusive design.

**Technical & Collaboration:** Agile/Scrum environments, cross-functional collaboration, product roadmap alignment, HTML, CSS, JavaScript fundamentals, design-to-development handoff.

**Tools:** Figma, Fullstory, Claude, chatGPT, Abstract, Miro, Optimal, Maze, Lucidchart.

## Professional Experience

**Product Design Lead** | Saige Consulting, New York (Remote) | Jan 2025 - Present

- Lead hands-on restructuring a complex government enterprise SaaS workflow platform built on 17+ years of legacy infrastructure.
- Partner across-functionally with product, business analysts, and engineering teams in Agile sprints to define, ship and iterate biweekly releases.
- Facilitate product discovery workshops and delivered rapid clickable prototype testing using a three-day sprint design method, resulting in 100% validation success rate and zero drop-off.
- Apply accessibility (WCAG 2.1) and scalable UX standards across distributed teams to ensure consistent and compliant delivery.

**Staff Product Designer** | Equifax, Toronto (Remote) | Jul 2022 - Dec 2024

- Led end-to-end design of B2B2C Credit Health (mobile-first credit report) app, iterating across multiple releases to balance accessibility, scalability, and evolving user needs.
- Established a white-labeling guide for mobile applications integrated across 16 companies (B2B) via iFrame embedding, increasing product adoption.
- Restructured and designed Equifax website sitemap, navigation and bilingual (English/French) interface, accounting for content expansion, layout flexibility, hierarchy and visual balance.

- Contributed to Equifax's global design system while optimizing the regional workflow files to ensure the consistent, scalable user experiences across markets.

**Senior Product Designer** | Think Research, Toronto (Remote) | May 2021 - Jun 2022

- Delivered HIPAA-compliant user flows and prototypes for VirtualCare (healthcare web app) registration and onboarding, balancing clinical workflow constraints with usability.
- Planned and facilitated user interviews to understand user needs, expectations and pain points for the Ontario Health (Health811 find a service search).
- Consolidated Accessibility 101 principles and led a company-wide session for 80+ employees to drive alignment on accessible design and development practices.
- Migrated and unified three design systems (Abstract, InVision and Sketch) to Figma, driving 90% efficiency in collaboration for design and engineering teams.

**Senior Product Designer** | Stagwell Tech, Toronto (Remote) | Oct 2016 - Apr 2021

- Created intuitive user interface and user experience for a variety of projects, such as Telephia (measurement app), Crest Whitestrips (ecommerce website), PRophet (pitch validation platform), 270 Political (mobile game app) and Koalifyed (influencer campaign management).
- Planned and prioritized design work by reviewing upcoming features, clarifying UX scope, and aligning design decisions with technical and delivery constraints during biweekly sprint planning.
- Collaborated with developers and marketers to ensure smooth design implementation and strategized product roadmaps up to 12 months ahead.
- Conducted user research through interviews to have a deeper understanding of the user's values, perceptions, struggles and desires when using a product.

**UX & Web Developer** | ThinkSwift, Toronto | Aug 2015 - Mar 2016

- Developed responsive front-end interfaces websites using WordPress and Umbraco CMS, such as Pride At Work (LGBTQ+ Workplace Inclusion) , Tennier (eCommerce sanitation products) and Premiere Suites (B2B furnished rental properties).
- Conducted competitive analysis to identify the market trends and provided UX recommendations for Profile Inc (B2C profile screening services).
- Presented design work and rationale to stakeholders, translating complex requirements into clear design rationale to drive alignment and informed decision-making.
- Worked closely with marketing and engineers to brainstorm user flows and create sitemaps for desktop and mobile websites.

## Education

Interaction Design Foundation | UX Management: Strategy, Certificate

University of Toronto | Business Communication, Certificate

General Assembly | User Experience Design, Certificate

Humber College | Multimedia Design and Technical Production, Diploma

George Brown College | Graphic Design, Advanced Diploma