

JEFFERY PIOTROWSKI

Leads Senior User Experience (UX) Designer

UX Research & Strategy • Design Patterns & Systems • Accessibility

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PROFESSIONAL SUMMARY

Principal UX & Product Design leader with 25+ years designing and scaling accessible digital ecosystems across enterprise mobile, web, and B2B platforms. Specializes in UX strategy, design systems, workflow optimization, and inclusive design — delivering measurable business outcomes and operational efficiency. Known for mentoring high-performing teams, aligning cross-functional partners, and transforming complex requirements into intuitive, resilient experiences.

CORE COMPETENCIES

- Product strategy + UX alignment to business objectives
- Experience design for enterprise and B2B platforms
- Complex workflow design and task optimization
- Mobile and responsive web design (iOS/Android)
- Information architecture + interaction design
- Design systems creation, tokens, components, governance
- Accessibility compliance (WCAG 2.2, AODA)
- Inclusive design practices and semantic structure
- UX research: discovery, testing, analytics synthesis
- Data-driven decision making and experimentation (A/B testing)
- Collaboration with product managers and engineering leads
- UX documentation, handoff, and development partnership
- Stakeholder management and executive communication
- Mentorship, design critique, and team leadership
- Agile, Scrum, and enterprise delivery methodologies
- Tools: Figma, FigJam, Jira, Confluence, Adobe CC, prototyping
- Continuous improvement and DesignOps process optimization
- Ethical and user-centered design advocacy

PROFESSIONAL EXPERIENCE

TD Bank Group – Toronto, ON

Lead Principal Senior UX Designer / Experience Design Manager

May 2019 – Apr 2025

- Led enterprise-wide design and product innovation across TD & UGO digital platforms.
- Defined design strategy, intake processes, and UX governance models to align product priorities with business goals.
- Partnered with QA & Engineering to streamline production using scalable design systems.
- Mentored multidisciplinary UX teams, improving design quality and collaboration.
- Guided delivery of accessible, data-driven enterprise experiences that reduced friction and improved operational efficiency.

Lead UX Designer – Digital Enablement

Nov 2016 – May 2019

- Designed mobile and web solutions improving internal employee productivity and workflow speed.
- Rapidly prototyped and launched tools accelerating enterprise workflows across teams.
- Aligned product, technology, and executive stakeholders around actionable outcomes.

Senior Design Lead – DCX / Senior UX Designer

May 2011 – Nov 2016

- Led UX for TD's foundational mobile app and major enterprise design initiatives, including HR and intranet systems.
- Reimagined employee-facing tools to improve usability, automation, and scalability.
- Facilitated design-thinking workshops to align cross-functional delivery.

Bell Mobility – Toronto, ON

Visual Mobile Experience Designer

Feb 2008 – May 2011

- Designed foundational UX flows for Bell Mobility's digital ecosystem.
- Led UX for the MyBell Self-Serve platform and Bell Mobility media player experiences.
- Principal UX designer responsible for major app user flows supporting multiple product lines.

Bell Canada – Toronto, ON

Principal Designer & Usability Lead

Jun 1999 – Feb 2008

- Directed visual and interactive design across Bell.ca (Mobility, TV, Residential).
- Co-founded Bell's usability practice; standardized UX + accessible design principles enterprise-wide.
- Advised creative agencies to ensure brand + experience consistency across digital campaigns.

Twist Digital Design – Courtice, ON

Founder & Principal Designer

May 1999 – Present

- Provides brand and product design services to local business and charitable initiatives.
- Supports event and marketing design for community organizations and nonprofit fundraising.

SELECTED ACHIEVEMENTS

- Directed UX for **Sobeys Bulk Gift Card Platform**, generating **\$16MM first-year revenue**.
- Modernized enterprise B2B ecosystems for Cineplex & Sobeys with improved performance and accessibility.
- Created TD's **Design Intake Process** for strategic UX prioritization.
- Multiple **TD UX patents** for interaction flows & enterprise systems.

- **TD Leadership Excellence Award — Top 1%** recognition.
- 12 consecutive “High Quality” or “Excellent” performance ratings.

EDUCATION

Humber Polytechnic — New Media Design & Multimedia Studies
1997–1999

COMMUNITY LEADERSHIP & VOLUNTEERING

- Volunteer Manager, TD Indigenous Portfolio (Finance Division)
- Advisory Board Member — Minnesota State University, UX Program
- Literacy & charity volunteer leadership (ABC Life Literacy Canada, RMHC, community nonprofits)

IDENTITY & VALUES

Indigenous design leader (Algonquin Nation) committed to accessibility, ethics, representation, and equitable outcomes in product decision-making.