

# Jeffery Piotrowski

*Principal UX / Product Designer (Hands on)*

Courtice, Ontario, Canada

[jeffery.piotrowski@gmail.com](mailto:jeffery.piotrowski@gmail.com) | (289) 927-5741

[www.jeffpiotrowski.ca](http://www.jeffpiotrowski.ca) | [www.linkedin.com/in/jeffpiotrowski](http://www.linkedin.com/in/jeffpiotrowski)

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## PROFESSIONAL SUMMARY

Principal UX / Product Designer (hands-on) with 25+ years of experience designing complex, high-stakes digital products across mobile, web, and B2B platforms. I specialize in the messy stuff—dense workflows, legacy systems, and regulatory constraints—where “just make it simple” usually isn’t an option. My job is to untangle that complexity and turn it into clear, intuitive, and accessible experiences that actually hold up in the real world. I lead by designing, not directing: staying close to the work, making thoughtful decisions, and bringing clarity to systems where scale, ambiguity, and constraints tend to collide.

## CORE COMPETENCIES

- Complex workflow & interaction design (expert + non-expert users)
- Information architecture, task modeling, and cognitive load reduction
- Enterprise, B2B, and regulated product environments
- Native mobile (iOS / Android) and responsive web design
- High-fidelity prototyping, usability testing, and iteration
- Accessibility-first design (WCAG 2.2, AODA, semantic structure)
- UX research synthesis and validation
- Design systems, components, and scalable patterns
- Product thinking, experimentation, and outcome-driven design
- Tools: Figma, FigJam, Jira, Confluence, Adobe CC
- Close collaboration with Product, Engineering, and Delivery teams

## PROFESSIONAL EXPERIENCE

### **Principal User Experience Designer, UGO Solutions division**

*TD Bank – Toronto, Ontario, Canada*

May 2019 – April 2025

Designed and delivered UX and product solutions for complex B2B and consumer financial platforms where the margin for error was small and “just make it simple” was never an option. Worked hands-on across discovery, prototyping, usability testing, and production for large-scale commerce, marketplace, and mobile products including Sobeys Corporate Gift Cards, Cineplex Marketplace, TD Rewards, TD Wheels, and TD MyHome. Made a habit of untangling dense, high-risk workflows—entitlement, fulfillment, finance rules, and compliance—and turning them into clear, accessible, and scalable experiences. Partnered day to day with product managers and engineers in Figma to bring designs into the real world, supporting revenue growth, reducing operational friction, and preserving customer trust during migrations and product decommissioning.

**Senior User Experience Designer, Employee Digital Enablement division***TD Bank – Toronto, Ontario, Canada***November 2016 – May 2019**

Designed internal enterprise tools used by thousands of employees, where complexity came from policy, process, and edge cases rather than pixels. Took dense procedures and operational rules and translated them into clear task flows, interaction models, and tested prototypes that actually held up in day-to-day use. Worked closely with product managers and engineers throughout discovery and delivery, rapidly prototyping and validating solutions to ship resilient, scalable internal platforms that reduced errors and made work easier instead of harder.

**Senior UX / Product Designer, Digital User Experience division***TD Bank – Toronto, Ontario, Canada***May 2011 – November 2016**

Designed foundational mobile and enterprise digital experiences supporting large-scale customer and employee platforms at TD, back when many of those systems were still finding their footing. Improved usability, findability, and task completion across HR, intranet, and internal tools by restructuring information architecture and refining interaction patterns. Facilitated collaborative design sessions and workshops to test assumptions early, align teams, and turn real user needs into practical, buildable solutions.

**Senior Product Designer, Mobile Experiences***Bell Mobility – Toronto, Ontario, Canada***February 2008 – May 2011**

Designed and shipped mobile experiences across a wide range of device platforms—including iOS, Android, BlackBerry, PalmOS, and legacy systems—back when “responsive” wasn’t a given. Worked hands-on to design self-serve account management and media experiences that improved navigation clarity, task success, and overall usability for a large consumer audience. Balanced technical constraints, performance limitations, and platform fragmentation while keeping experiences consistent, usable, and fast across Bell’s evolving mobile ecosystem.

**Principal UX/UI Designer***Bell – Toronto, Ontario, Canada***July 1999 – February 2008**

Designed large-scale consumer web experiences across Bell Mobility, TV, and Residential services at a time when usability standards were still being defined. Worked directly on interaction design, usability patterns, and experience frameworks that were reused across multiple digital properties to bring consistency to a growing ecosystem. Contributed hands-on to establishing usability and accessibility standards that improved quality, adoption, and long-term maintainability across Bell’s digital platforms.

**EDUCATION****Humber Polytechnic***Toronto, Ontario Canada***September 1997 – May 1999**

College Diploma in Visual and Multimedia Studies

Graduated with Honours (GPA equivalent: 3.8 / 4.0)

## SELECTED ACHIEVEMENTS

- Received 12 consecutive “High Quality” or “Excellent” performance ratings under the GE Vitality Curve
- Received the TD League of Excellence Award (Top 1%) for outstanding enterprise contributions
- Generated \$16M first-year revenue by designing UX for the Sobeys Corporate Gift Card platform
- Delivered production-ready UX for Cineplex Marketplace and TD Rewards in regulated environments
- Executed end-to-end UX for TD Wheels and TD MyHome, shipping native iOS and Android experiences
- Simplified high-risk financial and compliance workflows across UGO Solutions platforms
- Designed internal enterprise tools for TD Employee Digital Enablement, supporting thousands of employees
- Built reusable interaction frameworks adopted across TD and Bell digital platforms
- Delivered accessible UX (WCAG, AODA) across TD and Bell enterprise systems

## COMMUNITY & VALUES

Senior designer with Algonquin heritage, from the Anishinaabe Nation, who brings a strong ethical and accessibility-first lens to product work informed by lived experience and long-standing community involvement.

Volunteer manager of TD’s Indigenous Resource Centre group, actively supporting reconciliation initiatives and leading National Day for Truth and Reconciliation programming. Committed to inclusive, responsible design that prioritizes dignity, clarity, and real-world impact.

## PROFESSIONAL LINKS

### Professional Social Profile (LinkedIn)

<https://www.linkedin.com/in/jeffpiotrowski>

### Personal Website

<https://www.jeffpiotrowski.ca>

### Portfolio (Figma Presentation)

<https://www.figma.com/proto/Id3zyAqlSO9GweiSNV9usO/Piotrowski-Portfolio-Presentation?page-id=95%3A2&node-id=2002-2030&starting-point-node-id=2002%3A2030&t=u7yspuFLWD9clawg-1>

## UNITED STATES SPONSORSHIP

As a Canadian citizen I am eligible for a TN-visa (a U.S. work authorization for Canadian professionals, under the USMCA agreement), allowing me to work in the United States without an H-1B sponsorship.