



Jeffery Piotrowski

Sr. User Experience Designer & Manager



Contact me through my website



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jeffpiotrowski.ca / jeffpiotrowski.com

Dear [Hiring Manager's Name],

I'm a digital **HALO jumper** — **through design**. I drop in from thirty thousand feet, cut through the fog, and land teams in clarity. Then we ship. My mission: to turn messy requirements into simple, accessible, on-brand experiences that scale. My toolkit includes **Adobe, Figma, Sketch, systems thinking**, and a deep respect for collaboration. I work shoulder-to-shoulder with product, engineering, and research to move fast without breaking quality—using AI as a power tool, not a pilot.

For over **25 years**, I've helped organizations transform **complexity into clarity**. At **TD Bank Group**, I led UX and product innovation across digital ecosystems, building design systems and accessibility frameworks that aligned creativity with business strategy. Before that, at **Bell Canada**, I built the company's first Usability and UX Practice—embedding design thinking across platforms and proving that good design can be both **creative and measurable**.

Day to day, I'm a **chaos-to-clarity operator**: mapping routes, clearing blockers, and maintaining momentum through crisp briefs, rapid prototypes, and thoughtful critique. I'm at home in both B2B and consumer environments, guided by the belief that **great design balances accessibility, ethics, and taste**.

As an **Indigenous person (Algonquin Nation)**, I carry forward a worldview grounded in respect, balance, and connection—values that guide how I collaborate and build inclusive experiences.

If your roadmap's noisy and the stakes are high, I'll steady the signal, align the team, and get you to launch. **Let's jump together.**

Jeffery Piotrowski, Sr. UXD



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Professional Summary

Principal UX & Product Design Leader with 25+ years of experience creating accessible, data-driven digital ecosystems for enterprise platforms. Expert in UX strategy, interaction design, and scalable design systems across mobile, web, and desktop. Proven record leading cross-functional teams to deliver impactful solutions that drive measurable business outcomes.

Career Highlights

- Directed UX for Sobeys Bulk Gift Card Platform — generated \$16MM in first-year revenue.
- Modernized Cineplex and Sobeys B2B ecosystems, improving performance and accessibility.
- Created TD's Design Intake Process to align UX priorities with product strategy.
- Partnered with QA and Dev to implement component-based design systems, reducing review cycles.
- Led UX for TD's foundational app and internal digital enablement initiatives.

Education

1997-1999

Humber Polytechnique
New Media Design, Multimedia
Studies

Professional Experience

May 2019 – Apr 2025

TD Bank Group – Toronto, ON

*Lead Principal Senior UX Designer /
Experience Design Manager*

- Lead enterprise-wide design and product innovation across TD and UGO platforms.
- Guided multidisciplinary UX teams delivering accessible, data-driven enterprise experiences.
- Defined design strategy, intake processes, and governance models to align UX with business goals.
- Partnered with developers and QA to streamline production using scalable design systems.
- Mentored designers, fostering a culture of collaboration and design excellence.

Nov 2018 – May 2021

TD Bank Group – Toronto, ON

Lead UX Designer – Digital Enablement

- Designed mobile and web solutions to improve internal employee experiences.
- Rapidly prototyped and launched tools that simplified and accelerated enterprise workflows.
- Collaborated with product, tech, and executive stakeholders to deliver usable, delightful solutions.

May 2011 – Nov 2018

TD Bank Group – Toronto, ON

Senior Design Lead – DCx

- Led UX for TD's mobile app and enterprise design initiatives, including HR and intranet ecosystems.
- Reimagined employee-facing tools, improving usability and performance at scale.
- Facilitated design thinking workshops to drive alignment across cross-functional teams.



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Achievements & Leadership

- Multiple TD UX patents for interaction flows and enterprise systems.
- TD Leadership Excellence Award — top 1% of staff recognized for leadership potential.
- 12 consecutive years of “High Quality” or “Excellent” performance reviews.
- Advisory Board Member, Minnesota State University, Mankato — shaping UX education.
- Volunteer Manager, TD Indigenous Portfolio (Finance Division).

Community Leadership & Volunteering

- **2018**
ABC Life Literacy Canada – Money Matters Course Facilitator
- **2016-2017**
Ronald McDonald House Charities – Client Services Volunteer
- **2013-2017**
St. Joseph's Roman Catholic Church – Senior UX Specialist (2016–Present)

Key Skills

- UX Strategy,
- Product Design
- Interaction Design
- Accessibility
- Info Architecture
- Design Systems
- UX Research
- UX Prototyping
- Figma Design
- Multi-screen design
- Adobe Creative Suite
- Agile Collaboration
- DesignOps
- Team Leadership
- Stakeholder Management
- Mentorship
- Team management

Professional Experience

Feb 2008 – April 2011

Bell Mobility – Toronto, ON

Visual Mobile Experience Designer

- Designed foundational UX flows for Bell Mobility's digital ecosystem.
- Collaborated and executed designs for Bell Mobility Media player, MyBell Self Serve Portal app
- Principal User Experience designer responsible for all user flows and design for Bell Mobility app products

Jun 1999 – Feb 2005

Bell Canada – Toronto, ON

Principal Designer & Usability Lead

- Directed visual and interactive design for Bell.ca, specifically responsible for Mobility, TV and Residential Services.
- Helped establish Bell's usability practice and transformed the company's digital standards.
- Principal lead on interfacing with Bell Canada's creative agencies, advising them on brand standards and integration of proper usability principles into various campaigns.

May 1999 – Present

Twist Digital Design - Courtice, ON

Founder and Principal Designer

- Provide volunteer-based print and digital design services to support local community needs.
- Create marketing assets and event signage for charitable initiatives including SickKids Charity Golf.