

# 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. U<sub>X</sub>D



#### **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 firstyear 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

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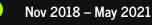
#### **Professional Experience**



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, datadriven 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.



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.



### 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

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#### **Professional Experience**



- 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.