

# Moe Als

## Senior Product Designer

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### Work Experience

#### Hashtensor / Senior Product Designer

04/2023 TO PRESENT, TORONTO, CONTRACT PART-TIME

- I direct strategy, branding, UX/UI, and market research for AI-driven startups, and have secured over \$9M+ in total funding while transforming early-stage ideas into fully realized products.
- Led end-to-end product design, from concept validation to launch, ensuring scalable, user-centric solutions that positioned startups for market success.
- Reduced project turnover by ~37% by implementing a structured design-to-development workflow, improving execution speed and alignment.
- Built the Hashtensor brand and designed the entire digital experience at Hashtensor.xyz, establishing the company's identity and online presence.

#### Openlane / Product Designer

08/2024 TO PRESENT, TORONTO, FULL-TIME

- I lead UX and UI design initiatives across Openlane's marketplace, enhancing platform-wide experiences while collaborating with internal and external teams to refine workflows and interactions.
- Managed the standardization of 240+ UI components, improving scalability, consistency, and design clarity across Openlane's ecosystem.
- Owned high-fidelity prototyping and motion design efforts, increasing engagement by ~13% and improving the seller-buyer experience.

#### Automotive Finance Corporation / Product Designer

04/2022 TO 08/2024, TORONTO, FULL-TIME

- Led the design effort for AFC's platform as the sole product designer, collaborating with developers, stakeholders, and leadership to shape the product, drive user satisfaction, and bring enhancements to life.
- Increased user ratings by +60% and reduced session time by 4.5 minutes by redesigning core workflows and optimizing usability.
- Spearheaded design execution from concept to release, ensuring accessibility compliance for 50,000+ MAUs while aligning teams to deliver seamless, high-impact product improvements.

#### Apollo / Associate Product Designer

01/2021 TO 09/2022, TORONTO, CONTRACT PART-TIME

- Designed Apollo's first scalable design system, standardizing 60+ UI components to improve consistency, efficiency, and developer collaboration—resulting in a ~17% increase in task completion rates and a 40% reduction in iteration cycles.

#### Mosaic / Graphic Designer & Ecommerce Coordinator

09/2020 TO 03/2021, LONDON, CONTRACT FULL-TIME

#### Self / Freelance Design Consultant

09/2018 TO 04/2023, LONDON

### Professional Summary

Senior Product Designer with 6+ years in B2B, B2C, and SaaS. I craft scalable, user-centric experiences that drive engagement and growth, leveraging UX, research, and interaction design expertise to balance business goals with user needs.

### Core Skills

**Design Tools & Platforms:** Figma, Adobe Suite, Miro, Lucidchart, UserTesting, Google Analytics, Webflow, Vercel, Maze, Notion, Loom

**Technical Skills:** Product Design, Interaction Design, Visual Design, Prototyping, UI Design, User Experience (UX), User Research, Usability Testing, Wireframing, Design Systems, Product Management, Enterprise Software, Business Strategy, Content Design, Design Frameworks, Information Architecture, Concept Development, Marketing, Presentations, Design Concepts, Mockups, Ideation, Shipping

**Soft Skills:** Design Thinking, Collaboration, Leadership, Communication Skills, Presentation Skills, Innovation, Stakeholder Management, Articulation, Written Communication, Problem-Solving, Decision Making, Attention to Detail, Flexibility, Empathy, Time Management

### Education

#### Maven / Certification

2024 TO 2025, TORONTO

Advanced Figma, Tokens, design systems, and collaboration for scalable UI/UX.

#### Elvtr / Certification

2023 TO 2024, TORONTO

Applied AI principles to UX, enhancing AI-driven product design.

#### Coursera / Certification

2021 TO 2022, LONDON

Learned Google UX fundamentals, including research and prototyping.

#### Fanshawe College / Bachelor's degree

2017 TO 2021, LONDON

Studied digital design, UI/UX, and visual communication.