

Nicole Banda

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SUMMARY

I'm always chasing the same question: how do I make this intuitive to someone who's never seen it before? For 9+ years that's meant designing digital products across technology, fintech, ecommerce, and arts and culture, mostly in agency settings. I'm a product designer who also runs operations, so I work across brand, product, and process, from a messy requirements list to a dev-ready handoff. I test my work and use data and feedback to back up decisions, not just my taste. Outside of work, I'm usually knitting my next project or reading classic lit.

EXPERIENCE

Director of Operations & UX Designer | Company Policy Studio 2022 – Present

- Led the UX audit and redesign of OurCo, a community app live on iOS and Android, as both PM and designer, turning a 60+ item requirements list into a dev-ready Figma handoff in 4 to 5 weeks. Engagement has reached 65% against a 10% industry average.
- Built the design system, responsive website, and product work for Normal Computing, an AI hardware company, with a small team, shipping on a hard deadline ahead of a fundraiser that reached an \$85M valuation.
- Led project management and UX for Final Offer's website, structuring it so three distinct audiences could understand the product and get started. The company has since raised \$14M and expanded to 13 states and Canada.
- Design and maintain Figma design systems and shared component libraries (auto layout, variants, variables), applying WCAG accessibility principles throughout.
- Run studio operations alongside design: project planning, timelines, design reviews with founders, and the handoffs between design, development, motion, and client teams.
- Designed the UX/UI for Overtime, the studio's internal R&D project testing what generative AI could do for art-directed imagery.

Lead Mentor, UX Design | Juno College of Technology 2021 – 2022

- Mentored aspiring UX designers through portfolio reviews, design critique, and career guidance.

Associate Product Manager, UX & Web Design | Futureproof Inc. 2019 – 2022

- Joined as the first designer and led a design team delivering weekly UX and web design for clients ranging from fintech to locally owned businesses.
- Ran research-informed design cycles (wireframes, copywriting, prototyping, usability testing) and client-facing research, turning findings into design and content recommendations for stakeholders.

eLearning UX Designer | Doctors Without Borders 2017 – 2019

- Introduced a UX design process to the learning and development workflow for the first time, running qualitative and quantitative research to update existing training modules.

SKILLS

Product & UX Design: End-to-end product design, discovery & problem framing, UX research & usability testing, wireframing & prototyping, information architecture, design systems & component libraries, responsive web & mobile design, accessibility (WCAG)

Figma & Tools: Figma (auto layout, components, variants, variables, shared/team libraries), Figma AI, Webflow, HTML & CSS, Adobe Creative Suite, Claude, ChatGPT, Flora, Midjourney, Runway

Collaboration & Leadership: Cross-functional partnership with Product, Engineering & Marketing, stakeholder facilitation & design reviews, team leadership, mentoring, client relations, project management, operations

EDUCATION

Psychology BA (Honours) | York University 2013 – 2017

UX Design Certificate | General Assembly 2017