



Shawn Antonio

Product Designer (L3)

Strategic UX Designer with 4 years of experience creating impactful, research-driven digital products. Formally trained in graphic communications with 3 years in brand and marketing, bringing a strong foundation in cohesive, cross-platform storytelling.

Core Skills

Research & Strategy

User flows & journeys
Workflow analysis
User interviews
Competitive analysis

Tools

Figma Design/Figjam/Sites
Webflow, HTML/CSS
Adobe Photoshop,
Illustrator, After Effects

Design & Delivery

WCAG 2.2 Accessibility
Responsive UI design
Design systems
Interactive prototyping

Product Vision

Feature prioritization
Design QA review
Agile workflows
Scoping MVP + iterations

Professional Experience

L3 – Product Designer

Qualifacts Systems
Feb 2024 – Present

- Owned and maintained design libraries (web + mobile) across 4 unique platforms, establishing UX patterns, improving internal processes and enabling faster releases with a consistent UI.
- Achieved OnCall's ONC Certification and USCDI compliance, improving interoperability, client transparency, and secure data sharing across systems.
- Lead Designer on the rebuild of a provider-centric mobile EHR app, achieving an 89% adoption rate and 80% feature parity rate within 6 months of the project's inception.
- Launched a customizable notifications system, resulting in a 2.3x increase in notifications in 4 months; now one of the platform's most used features.
- Gained rapid success for the OnCall portal post-acquisition, scaling from 25,000 → 1,000,000 monthly appointments.

L2 – Product Designer

Sep 2022 – Feb 2024

L1 – Jr. Product Designer

OnCall Health
Aug 2021 – Sep 2022

- Created an internal app store preview generator adopted by 170+ customers, reducing implementation time by half and achieving 100% app store submission success.
- Pivotal role in roadmap execution, delivering 3-5+ major projects per quarter.
- Key contributor to OnCall's acquisition by Qualifacts in 2023, leading integration projects to unify the platforms.

L2 – Digital Designer

FEED/DEPT® AGENCY
Sep 2020 – Aug 2021

- Led projects from creative brief to execution, delivering 150+ monthly deliverables across eBay and Ancestry's digital channels.
- Created the strategy and design execution for eBay's Authenticity Guarantee landing page and eBay's 1M social followers campaign (~600k impressions).

L2 – Designer

Skrumble Technologies
Dec 2019 – Aug 2020

- Contributed to the brand strategy of 6+ blockchain projects developed in-house.
- Led design direction for marketing campaigns, website landing pages producing animations, blog covers, social media posts, user interfaces, and various digital assets.

Freelance Designer

Adhoc 2020

- Redesigned the brand identity and e-commerce website for an Ontario-based flower shop, resulting in a ~50% increase in online sales and 2x social engagement YoY.

Community

Design Panelist

Graphic Communications
Management @ TMU
Jan 2023 – Present

- Invited bi-annually as guest speaker and design panelist at Toronto Metropolitan University to mentor future UX designers and share industry insights.
- Delivered talks on transitioning from graphic communications to UX design, highlighting practical pathways, portfolio strategies, and skills to develop.

Design Coordinator

CreativeHub@1352
May 2018 – Sep 2018

- Led creation & launch of new website seeing ~33% increase in event turnout and 85% boosted web traffic after 1 month of launch

Education & Certifications

Bachelor of Technology

Graphic Communications
Management @ TMU

UX Design Certification

Google
Issued 2023

Project Mgmt Cert.

Pragmatic Institute
Issued 2023

Accessible UX Copywriting

Noble Work Foundation
Issued 2022