✉ shawnanto@hotmail.com · in @shawnanto · ⌖ Toronto (EST) OPEN TO RELOCATION · ⤢ shawnanto.ca

Shawn Antonio *(he/him)*

Product Designer (L2)

Strategic UX designer with 4 years of crafting impactful user experiences grounded in research, structure, and a sharp visual eye. Formally trained in digital design with 3 years of brand and marketing experience focused on cohesive, cross-platform design.

Experience

Product Designer (L2)
OnCall Health (by Qualifacts)
Feb 2025 – Present

Product Designer (L1)
Aug 2021 – Feb 2025

- Leading electronic healthcare record system (EHR)-to-client portal integration projects, including a payment processor and a dynamic form-to-record mapping mechanism.
- Designed and launched high-impact features like the customized notifications system, resulting in **>2x usage within 4 months of launch** — one of the most widely used features to date.
- Created a Figma-based 'app store preview' system to support internal teams during customer onboarding — **100% adoption across 170 clinics since 2023**.
- Created & managing **4 design systems** for the client portal and EHRs, spanning across both web and mobile libraries with modular components using atomic design principles.
- Leading multiple projects end-to-end across both web/mobile — conducting UX research initiatives, turning wireframes into high-fidelity iterative designs, and validating solutions with key stakeholders through to implementation.

Digital Designer (L2)
FEED/DEPT® AGENCY
Sep 2020 – Sep 2021

- Led projects from creative brief to delivery, creating clients' landing pages, emails, static & motion banners, and physical campaigns for both eBay and Ancestry.
- Created the strategy and design execution for eBay's <u>Authenticity Guarantee</u> landing page and eBay's 1M social followers campaign (~**600k impressions** across 3 animated posts)

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

Guest Speaker & Design Panelist
Graphic Communications Management @ Toronto Metropolitan University
2023 – Present

- Regularly invited to speak at top Canadian university to share insights into design and tech industries, providing guidance to first- and second-year students looking to pursue a career in UX design.

Marketing & Design Coordinator
CreativeHub1352
May 2018 – Sep 2018

- Designed their new website, leading to roughly **33% higher turnout** for community engagement events and **+85% website traffic** within the first month of launch.

Education

Bachelor of Technology
TMU – Graphic Communications Management

UX Design Certification
Google
Issued 2023

Project Management Cert.
Pragmatic Institute
Issued 2023

Accessible UX Copywriting
Noble Work Foundation
Issued 2022

Skills & Qualities

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

Research & Strategy
Journey mapping, user flows
Workflow analysis
User interviews
Competitive market analysis

Design & Delivery
Accessibility (WCAG 2.2+)
Responsive UI design
Design systems
Interactive prototyping

Product Vision
Feature prioritization
Design QA review
Agile workflows
Scoping MVP + iterations