

Adam Borthwick

Digital Product Designer

adamborthwick.com

in/adamborthwick/

adadbort@gmail.com

Work Experience

RBC

Interaction Design Intern | January 2026 - Current

Designed an investment product purchase flow focused on improving financial literacy for new investors.

Collaborated cross-functionally with developers, compliance, and product stakeholders to deliver a mobile-first purchase experience tailored to first-time investors.

Conducted user interviews and usability testing, translating client insights into defined MVP features and product requirements.

Developed motion design guidelines for mobile experiences providing moments of joy during onboarding and enhancing user engagement.

Supported multiple product squads by contributing design solutions and ensuring consistency across features and user experiences.

University of Toronto - Innovation Hub

Graphic Design & Communications | September 2025 - December 2025

Collaborated cross-functionally to deliver user-centered design solutions, supporting both research projects and special initiatives.

Supported user experiences by transforming research findings into compelling visuals engagement.

Nautic

UI/UX Designer | January 2024 - July 2024

Led the end-to-end design and development of the company website, including structuring the content management system (CMS) for better scalability.

Developed a cohesive brand identity while implementing SEO strategies, resulting in a 50% increase in user engagement and improved search rankings.

Payments Canada

User Research Intern | April 2022 - September 2022

Compiled detailed and competitive analysis, identifying industry trends and opportunities to enhance Payments Canada's digital offerings.

Refined the website's information architecture in collaboration with the UX team, improving site navigation and user flow, contributing to the website's current 98,000 organic monthly clicks.

Projects

FitSync Project

End-to-End Case Study | September 2025 - October 2025

Designed low-to-high fidelity prototypes for a fitness app tailored to students, refining the user experience through iterative improvements, which aligned with goals to increase user engagement.

Conducted primary and secondary user research, usability testing, and interviews to gather insights that informed design decisions, reducing onboarding time by 10 seconds and improving user satisfaction.

Education

University of Toronto

(expected) September 2024 - August 2026

Masters of Information, UX Design

Sheridan College

September 2019 - May 2023

Honours Bachelor of Interaction Design

Skills

Design Tools: Figma, Sketch, Framer, Webflow, After Effects, Illustrator, Adobe Creative Suite, Photoshop, Mural, Miro, Wordpress

Design Methods: User Research, Affinity Diagrams, Information Architecture, User Flow, Journey Mapping, Mockups, Product Design, Wireframes, User Testing, Trello, Card Sorting

Prototyping: HTML/CSS, JavaScript, Blender, P5js, React.js, 3D Modelling, Motion Design, Git, MySQL