

Adam Brace

Product Design Lead

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Experience

Product Design Lead – PC Express

Loblaw Digital / Oct 2021 – Present

Co-lead a team of seven designers supporting initiatives across the PC Express customer experience alongside the Director of Product Design and manage three Product Designers. Contribute to roadmap definition, planning and cross functional ways of working. Developed a shared set of guiding design principles for PC Express. Defined and delivered a north star vision for post order customer communications shaping a design led roadmap for a key 2022 product initiative.

Senior Product Designer – PC Express

Loblaw Digital / Jul 2020 – Oct 2021

Delivered a redesigned homepage using dynamic reusable components for 14 store banners across the Loblaw network. Reimagined the first time customer experience, improving location & fulfillment selection and increasing cart starts. Mentored and supported the design team through the pandemic and transformational customer demand. Participated in the hiring process for a new Director of Product Design and led the hiring process of three new product designers for the PC Express team.

Product Designer – PC Express

Loblaw Digital / Mar 2017 – Jul 2020

Fourth permanent hire of a product design team that has grown to over 30+ designers working across all Loblaw businesses. Contributed to many end-to-end projects across the PC Express service journey. Expanded my human centred design practice by elevating my skills in interaction design, research, analysis and validation, product & systems thinking, design planning and facilitation. Participated in hiring processes for many product design roles across the Loblaw Digital organization.

Intermediate UI/UX Designer

Saatchi & Saatchi Canada / Sep 2013 – Mar 2017

Co-led a team of six designers working on digital projects for Toyota Canada. Contributed to the complete redesign of Toyota.ca from 2016 to 2017 as well as many key launches for the Lexus and Scion brands in Canada.

About me

I'm a Product Design leader living and working in Toronto, born in England. With almost 10 years design experience I enjoy solving complex problems using the power of human centred design, strategy and technology. I have experience growing, guiding and leading teams in high growth internal enterprise environments as well as fast-paced digital agencies.

Education

OCAD University, Toronto, ON

Bachelor of Design (Graphic Design)
2008 – 2012

Values

Human focused

Insight driven

Empowered growth mindset

Candor & transparency

Lead by serving

Tools

Figma • Sketch • Principle • Miro • Adobe Suite • Webflow • HTML/CSS

Skills

Product Design • Interaction Design •
Responsive Design • iOS & Android Design •
Design Systems • Creative Direction • Visual
UI Design • Typography • Usability Testing •
Qualitative & Quantitative research • Journey
mapping • Workshops & facilitation •
Management • Design coaching • Hiring •
Mentorship