

CONTACT

✉ terri.persad@gmail.com

📍 Toronto, ON, CANADA

WEB

🌐 linkedin.com/in/terripersad/

🌐 terripersad.com

EDUCATION

HONOURS BACHELOR OF ARTS

Communication & Information Technology

University of Toronto at Mississauga

DIPLOMA

Digital Communications

Sheridan College

DIPLOMA

Web Development

Juno College

DIPLOMA

UX Design

Brainstation

SKILLS

User testing	Tokens
Visual design	Mobile-first
Data analysis	Design systems
Prototyping	System design
Interaction design	Information architecture
Research planning	Stakeholder management
Accessibility	

TOOLS

Figma	UserTesting
SASS	HTML
Photoshop	CSS
Illustrator	JavaScript
Adobe Experience Manager	Mural
	Miro

TERRI PERSAD

PRODUCT DESIGNER

PROFILE

Strategic, knowledge-driven product designer with a strong ability to recognize patterns across behavior, trends, and context. I bring a systems-thinking approach and empathetic lens to simplify complexity and craft scalable, long-term solutions. I thrive in collaborative environments where storytelling, insight, and AI-driven efficiency can shape meaningful user experiences.

EXPERIENCE

Snr Product Designer
MAY 2024 - PRESENT
CONTRACT

SCOTIABANK

Partnered with marketing and content teams to visually redesign the credit card product page, applying strategic layout and UI refinements to better highlight unique selling points; achieved a 30% rise in CTR and reduced bounce rate by 22%.

Contributing to the design system token strategy, resulting in faster handoff, reduced UI inconsistencies, and improving cross-team adoption of shared components.

Snr Product Designer
MAY 2022 - MAY 2024
CONTRACT

RBC ROYAL BANK OF CANADA

Contributing to a 25% increase in completion rates, partnered with engineering and product to define end-to-end client flows and simplify tasks through data-informed decisions and microinteraction design.

Led a bank-wide design initiative to integrate regulatory bill requirements by mapping end-to-end client flows across channels, identifying friction points and unifying experiences to enhance user trust and ecosystem continuity.

Digital Content Publishing Manager
JAN 2022 - MAY 2022

AIR MILES -LOYALTYONE (now BMO)

Applied data-driven insights and A/B testing to optimize content layouts and messaging across multiple channels, increasing campaign click-through rates by 42%.

Digital Content Publishing Specialist
SEPT 2018 - MAY 2022

Monitored content performance using analytics tools, reporting on key KPIs to inform continuous improvement strategies.

*** Social committee lead for organization**

Led a WCAG accessibility initiative to audit and enhance all omni-channel content, ensuring compliance with accessibility standards and reducing barriers for users with disabilities.