



CONTACT

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WEB

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 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

CERTIFICATE

Product Management
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
Maze	HTML
Photoshop	CSS
Illustrator	SASS
Adobe Experience Manager	JavaScript
	Mural

TERRI PERSAD

PRODUCT DESIGNER

PROFILE

Strategic, knowledge-driven product designer who recognizes patterns across behavior, trends, and context. I bring a systems-thinking approach and empathetic lens to simplify complexity and craft scalable, long-term solutions for mobile-native, responsive and desktop experiences. 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

Collaborated with team across the bank for the integration of Chatbot in the mobile app. Rigorous testing, stakeholder reviews and numerous iterations helps to evolve the experience to meet client needs. Chatbot continues to evolve.

Contributing to the design system token strategy and enforcing scope through variables for easier adoption, and reducing UI inconsistencies which also supports the creation of reusable templates.

Snr Product Designer
MAY 2022 - MAY 2024
CONTRACT

RBC ROYAL BANK OF CANADA

Cross-collaboration with engineering, product and related design teams to define end-to-end client flows for online banking and the RBC mobile app. Created alignment with consideration of technical restrictions and design patterns.

Worked directly with product and influenced roadmap decisions, sometimes determining UI updates were not necessary based on time and effort afforded. Influenced testing and optimization for existing flows based on performance indicators.

Conducted usability testing sessions with diverse user groups to validate design decisions, uncover pain points, and inform iterative improvements.

Digital Content Publishing Manager
JAN 2022 - MAY 2022

Digital Content Publishing Specialist
SEPT 2019 - JAN 2022

*** Social committee lead for organization**

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%.

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

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