TERRI PERSAD
PRODUCT DESIGNER

CONTACT

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📍 Toronto, ON, CANADA

WEB

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EDUCATION

HONOURS BACHELOR OF ARTS

Communication & Information Technology
University of Toronto at Mississauga

DIPLOMA

Digital Communications
Sheridan College

DIPLOMA

Web Development
Juno College

SKILLS

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

TOOLS

Figma	UserTesting
Maze	HTML
Photoshop	CSS
Illustrator	SASS
Cursor	JavaScript
Replit	Mural

PROFILE

Shaped large-scale, regulated platforms across onboarding and core authenticated journeys for mobile native and web responsive, designing scalable systems that supported reuse and consistency. Led cross-team initiatives that clarified complex user flows, reduced friction in critical paths, and improved conversion and engagement. Served as a trusted partner to product and engineering, making tradeoffs visible and driving alignment at scale.

EXPERIENCE

UX Instructor
May 2024 - Present
PART TIME CONTRACT

BRAINSTATION

Co-instructed an eight-week UX certificate course guiding students through design principles, content structures, SEO, prototyping, heuristic-based interaction design, and the end-to-end UX process.

Product Designer
May 2024 - Present
FULL TIME CONTRACT

SCOTIABANK

Designed and optimized SaaS product and marketplace experiences that drove acquisition, activation, and onboarding by translating complex capabilities into clear, user-centered messaging.

- Acted as a strategic bridge between Product Design and Marketing, ensuring SaaS campaigns, onboarding, and in-product experiences reinforced a cohesive value narrative from first touch to long-term retention.
- Re-imagined the credit card product page (old design vs redesigned) to reduce cognitive load by clarifying the Scene Rewards earn-to-redeem relationship and shifting from a single benefit to three prioritized benefits per card, helping users compare products and choose with confidence.
- Contributed to tokenization of design system as well as well development and documentation of scalable components for both web and mobile (responsive and mobile native). Such as a table and messaging components.

Senior Product Designer & Content
May 2024 - Present
FULL TIME CONTRACT

RBC ROYAL BANK OF CANADA

Influenced strategy and road-maps across high-impact, regulated initiatives by partnering closely with product and engineering. Drove alignment through workshops and decision frameworks, simplified complex financial concepts, and championed user needs across product and AI-driven experiences, improving trust, clarity, and scalability.

- Independently led the design of an internal card offer management tool that allowed for faster deployment and rotation as well as alignment across business lines.
- Owned the design strategy for bank-wide regulatory integrations across onboarding journeys, establishing scalable language and visual patterns that supported reuse and consistency across teams. Facilitated alignment across multiple design teams while balancing compliance, usability, and technical constraints to deliver seamless, low-disruption experiences.

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PROJECTS

Design System WIP

Components and documentation
Password : terriDesign

Card Activation

Led design - content and visual.
Weekly review and iterations
directly with c-suite executives

Internal Database

Internal software database for
multiple cross-functional teams
to manage and deploy card
offers.

TERRI PERSAD
PRODUCT DESIGNER

EXPERIENCE

Senior Product Designer & Content
May 2022 - May 2024
FULL TIME CONTRACT

RBC ROYAL BANK OF CANADA *(continued)*

- Frame complex conversations through visual design at critical user moments, using hierarchy, layout, and interaction patterns to connect behaviour to business outcomes. Translate legal and business requirements into clear, user-centred visuals that build trust, support approvals, and align cross-functional teams.

- Collaborated with RBC's AI team, Borealis to design, test, and iterate on LLM-driven chatbot experience. This included research and listening in on client calls with advisors to understand wording clients' used and top inquiry topics.

- Applied an experimentation mindset to wireframes, partnering with a lead UX researcher to run user testing and A/B experiments. Built prototypes for research planning and used metrics such as CTR and drop-off rates to identify pain points and guide iterative design and content improvements.

Digital Content Design Manager
Jan 2022 - May 2022
FULL TIME PERMANENT

AIR MILES CANADA

Owned the strategy and delivery of digital and partner experiences for the AIR MILES loyalty platform, aligning marketing, product, and design to improve engagement, conversion, and long-term program value.

- Manage end-to-end digital content publishing across web, mobile, and authenticated platforms, ensuring accuracy, consistency, and timely delivery.

- Led team of six. Trained and supported contributors on CMS (Adobe Target and AEM), Contentful best practices, workflows, and publishing standards

- Led a 6-month, company-wide AODA/WCAG 2.1 AA compliance program, conducting continuous accessibility QA using Siteimprove, screen readers, and keyboard testing. Collaborated closely with product and marketing to revise design, content, and front-end code, ensuring inclusive, standards-compliant experiences without compromising brand integrity.

Digital Content Design Specialist
SEPT 2019 - Jan 2022
FULL TIME PERMANENT

AIR MILES CANADA

- Project lead for team for rebrand initiative. Worked directly with UX, product and DXP teams to effectively update all website pages. Provided stakeholder review to ensure UX designs were actionable via Adobe components. JIRA was used to assign and keep initiative moving along.

- Using desktop mock-ups, I coded various responsive brand partner pages using CSS, HTML and JavaScript, which were AA compliant.

Digital Design & Strategy
Jan 2015 - Aug 2017
FULL TIME PERMANENT

AS BRYDEN

- Designed ecommerce and B2B website for company. Worked with company's global brands (Mondelez, Diageo, Dannon etc) to ensure imagery and messaging were in line with their branding guidelines.

- Managed social media channels, which included designing assets and creating content for posts. Attended various brands' digital workshops annually throughout North America.