

Anne Feldman

Product Designer

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Product Designer with 4 years experience shipping intuitive, accessible products across financial services (RBC, CIBC) and conservation tech (WildMon, Rainforest Connection). Owns design end-to-end — research through developer handoff — as both an embedded team member and a solo design lead.

Experience

WildMon

Sr. Product Designer (Solo)

Nov 2025 – Jul 2026

- Sole product designer for CHORUS, a **0→1 platform** enabling non-expert field teams run AI-powered species detection on acoustic recordings across Latin America — funded by the Bezos Earth Fund.
- **Proposed and led CHORUS's requirement gathering process**, translating epics into detailed requirements with the tech lead.
- Conducted research and reconciled competing priorities between the biodiversity team, engineering, and the external partner — balancing scientific ambition against technical feasibility, to **scope CHORUS's MVP release and backlog**.
- **Scoped and designed CHORUS's comparison tool from the ground up** — extending the platform's filter-only dashboard so non-expert users could interpret complex biodiversity data without a domain expert.
- **Defined CHORUS's information architecture and user flows across a six-stage pipeline**, shipping phase one — org/user management, site setup, and audio upload — to production, with the remaining stages design-complete for build.
- **Built and maintained CHORUS's Figma design system** and refined UI across the platform's existing dashboard, ensuring WCAG-compliance.

Royal Bank of Canada

Sr. Product Designer

Feb 2024 – Mar 2025

- Conducted qualitative and quantitative research with advisor teams nationwide — each following different workflows, to **identify pain points within the Investment Policy Statement's strict regulatory and technical constraints**.
- **Translated research findings into prioritized requirements**, partnering with PMs and engineers to scope the redesign under tight deadlines.
- **Led a full redesign of MyDiscovery**, RBC's financial projection tool — **cutting task completion time by 36% and lifting user satisfaction to 92%**.
- Reorganized MyDiscovery's tool's information architecture into three client domains (Personal, Corporate, Trust) and restructured navigation from nested tabs into modular cards — **cutting clicks to key sections from three down to one**.
- Built a reusable card-based design system (hierarchy, spacing, typography, CTAs) to **speed developer handoff and support long-term scalability**.

UX Designer (Marketing)

Jul 2023 – Feb 2024

- Identified a critical gap in RBC's account pages redesign (missing account types) and proposed journey-stage-appropriate page goals over blanket conversion — an IA strategy fully adopted by design team.
- Simplified RBC's account pages by consolidating repeated benefit messaging into a single section, improving account differentiation.

Experience

CIBC

Product Designer (Delivery) Sept 2022 - May 2023

- Led design for the PIN change capability within CIBC's digital card management hub, across native app and responsive web, simplifying workflows for millions of users — resulting in 482K diverted calls and \$1.9M saved over 5 years.
- Designed the PIN change experience across a 3-stage rollout — production, interim, and full redesign — while navigating regulatory and system unknowns surfaced along the way.
- Contributed to CIBC's established design system where needed, validating decisions with the lead UI designer and dev teams.

Product Designer (Sprint 0) May 2022 - Sept 2022

- Collaborated with agile, cross-functional team to define product vision and craft new product experiences.
- Created mid-fidelity designs and interactive hi-fidelity prototypes using Figma, iterating based on usability testing insights and stakeholder input.
- Facilitated ideation sessions and design workshops to generate, evaluate and prioritize design ideas.

FREELANCE

UX Designer & Webflow Developer Sept 2020 - Feb 2024

- Delivered multiple CMS-powered websites under tight timelines, balancing branding, UX, and development.

THE INNOVATION HUB, UNIVERSITY OF TORONTO

UX Researcher Sept 2021 - May 2022

- Conducted qualitative, quantitative, and observational research for a new initiative providing technical support to instructors in university classrooms.

ROGERS SPORTS & MEDIA

Video Editor & Motion Designer July 2017 - Sept 2021

- Edited videos and conceptualized and animated motion graphics for national broadcast and social media campaigns across Rogers' portfolio of radio brands: KiSS, CHFI, NEWS, COUNTRY, ROCK, SONiC, JACK.

Education

Master of Information, UX Design University of Toronto

Bachelor of Fine Arts, Film Production York University

Skills

Strategy & Collaboration

- Product Strategy
- MVP & 0→1 Design
- Feature Prioritization
- Systems Thinking & Complexity
- A/B Testing
- Stakeholder Management
- Cross-Functional Delivery
- Developer Handoff
- Agile & Scrum

Design & Craft

- UX Research
- Usability Testing
- Interaction Design
- Wireframing & Prototyping
- Information Architecture
- User Journey Mapping
- Design Systems
- Accessibility (WCAG 2.1+)
- Native & Responsive Design · Motion Design

Tools

- Figma
- Adobe Creative Suite
- Claude Design
- Claude Code
- Webflow
- Wordpress