

Kristina Sophia Silvester

Toronto, ON | 416-939-3658 | kristinasophia@gmail.com | www.kristinasilvester.com

Professional Summary

Passionate and user-centric Product Designer with a Bachelor of Interaction Design from Sheridan College and 8+ years of experience designing intuitive, high-impact consumer products across mobile apps, web, and digital streaming platforms. Proven expertise in end-to-end product development, from early user discovery, research, and AI-augmented prototyping to pixel-perfect execution. Adept at collaborating in fast-paced Agile environments alongside Product Management and Engineering to ship engaging, accessible (WCAG 2.1 AA) experiences that balance business goals with exceptional visual and interactive craft.

Core Competencies & Skills

- **Product Design & UX/UI:** End-to-end Product Development, Consumer Web & Mobile Application Design, Information Architecture, Interaction Design, Wireframing, Mockups, Prototypes, User Flows, Customer Journey Maps.
- **Tools & AI Workflow:** Figma, Sketch, Adobe Creative Cloud, Miro, Mural, HTML/CSS, AI-Augmented Prototyping (Claude Code / AI workflows).
- **User Research & Data:** User Interviews, Usability Testing, Research Synthesis, Product Analytics, Customer Support & Feedback Integration.
- **Collaboration & Delivery:** Cross-Functional Agile Teams, Design Sprints, Stakeholder Alignment, Handoff & Design QA.

Professional Experience

Digital Designer | Freelance, Toronto/Mississauga, ON

June 2020 – Present

- Designed and shipped intuitive consumer-facing web and mobile applications, optimizing user interactions, visual appeal, and information architecture across devices.
- Led end-to-end user research initiatives—from recruiting and conducting user interviews/surveys to usability testing and synthesis—turning insights into actionable product direction.
- Leveraged design tools and AI-augmented workflows to rapidly prototype, explore multiple design solutions, weigh technical tradeoffs, move faster from concept to ship.
- Collaborated closely with cross-functional engineering and product teams, delivering detailed UX specs, design handoffs, and rigorous design QA.
- Facilitated stakeholder alignment workshops and design sprints to define product vision and ensure seamless delivery of high-performance digital experiences.

Digital Designer | NUMI

November 2019 – June 2020

- Directed the facilitation of ideation phases and a 5-day rebranding design workshop, aligning cross-functional partners and business users on product strategy and vision.
- Owned end-to-end website and digital product redesigns, integrating market research, UX audits, and Google Analytics data to refine user flows and core features.
- Created compelling digital assets, interactive prototypes, and design systems optimized for a wide range of screens and digital touchpoints.

UX/UI Intern | Transform Interactive

May 2018 – August 2018

- Partnered with developers and product teams to design UI elements and interactive experiences for augmented reality (AR) and virtual reality (VR) products.
- Conducted user interviews and testing sessions to identify pain points, translating findings into iterative prototype improvements and intuitive functionality design.

Marketing Manager / UX & Digital Strategist | Restore Mobility Physio

January 2025 – December 2026

- Spearheaded digital touchpoints, web interface design, and customer journey optimization in a fast-paced consumer service environment.
- Monitored product analytics, customer feedback, and performance metrics to configure existing interfaces and continuously improve user engagement.

Marketing Assistant | L7 Apartments / Waterton

July 2024 – January 2025

- Designed comprehensive digital presentations, sales decks, and multi-channel marketing collateral for consumer audiences.
- Coded responsive HTML & CSS templates and updated web backend components to enhance digital brand presentation.

Education & Certifications

- **Bachelor of Interaction Design** – Sheridan College, Oakville Campus (2015 – 2019)
- **First Aid and CPR/AED Certification** (November 2025)
- **Serving It Right Certification** (2015 / 2025)