

Drayton van As

Product Designer

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EDUCATION

British Columbia Institute of Technology

Digital Design and Development,
Graduated with Distinction
September 2013 - June 2015

SKILLS

Design

End-to-end product design • Design systems • UX/UI optimization • Prototyping & wireframing • User flows & interaction design • Responsive design • Accessibility (WCAG) • Data-informed design

Research & Strategy

User-centered design • Usability testing • Journey mapping • A/B testing & product analytics • User interviews • Heuristic evaluation

Tools & Collaboration

Figma • FigJam • Miro • Jira • Confluence • Amplitude • Mixpanel • Hotjar • Adobe Creative Suite • Webflow • Design handoff • Notion • Front-end collaboration (HTML, CSS, React awareness) • Cross-functional collaboration • Mentorship & team development

WORK

Senior Product Designer

Bold Commerce

June 2023 - September 2025

- Partnered with PayPal to design and launch Bold Booster, resulting in a 95% increase in checkout completion rates.
- Delivered AI-powered features and UX optimizations across Shopify apps, increasing merchant revenue and engagement.
- Designed the Revenue Maximizers hub, enabling merchants to activate conversion-boosting features that improved subscriber value and retention.
- Optimized onboarding and activation flows to accelerate time-to-value and feature adoption.

Senior Product Designer

Apryse Software Inc

November 2021 - June 2023

- Led end-user design strategy for Xodo, driving 2x growth in monthly active users to over 2 million per month.
- Redesigned WebViewer's PDF measurement tools, improving usability and reducing support tickets by 50%.
- Mentored junior designers, providing guidance on design best practices and leadership.

Senior UX Designer

Conexiom Inc

October 2016 - November 2021

- Established a UI inventory and secured buy-in for a design system, creating a scalable foundation for product design.
- Designed and prototyped solutions across 5 agile sprint teams, linking mockups to Jira stories for seamless handoff.
- Collaborated with product and engineering as a founding design member, influencing product strategy.
- Progressed from Designer & Digital Marketing Specialist to UI/UX Designer to Senior UX Designer over 5 years.

Designer

Big Box Outlet Store

September 2015 - October 2016

- Designed weekly commerce flyers for an audience of 20,000+ recipients.
- Customized the company's online store using HTML and CSS.