AG

Ariel Gargano
DESIGNER & DESIGN STRATEGIST

I am a UX/UI designer living and working in Ottawa, born and raised in Toronto. With over a decade of design experience, I enjoy storytelling and creative problem solving that strives to see beyond the moment — taking actions that will make a difference today and tomorrow.

I have experience using the power of human centered design, strategy, and technology to drive design objectives and deliver refined, innovative concepts.

Portfolio

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arielgargano.design

Contact

Ottawa, Ontario

647-229-1350
aboloten@gmail.com
LinkedIn Profile

Professional Experience

Graphic Design Coordinator
CADSI | OTTAWA ON | OCTOBER 2025 - PRESENT

- Designs event and information graphics, from large-scale signage to maps, brochures, and digital assets, ensuring clarity and accessibility for diverse audiences
- Produces sponsorship and stakeholder reports to maximize engagement and impact
- Oversees web updates, analyzing metrics and stakeholder needs to enhance reach
- Collaborates on multi-day events with thousands of attendees, supporting setup and teardown, guiding tours, and ensuring a seamless, high-quality experience

Senior Graphic Designer
CYAN SOLUTIONS | OTTAWA ON | JANUARY 2021 - JANUARY 2024

- Led creative brainstorms, exercises, and stakeholder discussions to help set the vision and strategy for a diverse range of projects
- Conducted, analyzed, and synthesized user research data to inform design decisions
- Worked collaboratively with creative directors, art directors, and writers to map user journeys, craft wireframes and interactive prototypes, and develop user interfaces
- Inspired creative teams to imagine new ways of bringing digital experiences to life

Graphic Designer
LECLAIR DECOR | OTTAWA ON | JULY 2020 - DECEMBER 2020

- Established art style and tone of the brand, led the marketing team with the creation of supporting design materials
- Managed the company's social media strategies ensuring consistent application
- Coordinated video processes from ideation to production
- Supported data-informed opportunities to experiment and try new things

Senior Designer
CAYENNE CREATIVE | OTTAWA ON | JANUARY 2020 - JULY 2020

- Communicated design strategies and led the team to proposed solutions
- Oversaw simultaneous projects from inception to completion, reviewing project plans, designs, and deliverables
- Managed the performance and mentored the careers of junior designers
- Advocated for accessibility and inclusivity in design

Freelance Experience

CEO & Creative Director
ARIEL GARGANO DESIGN | OTTAWA/TORONTO ON | FEBRUARY 2018 - PRESENT

- Manages my own business including operations, research, marketing, business development, and finances
- Establishes the creative vision for each project and executes the process from concept to completion
- Leads clients towards proposed strategies and solutions
- Oversees profitability, deliverables, timelines, and budgets

Portfolio Reviewer
OTTAWA/TORONTO ON | ONGOING

- Actively listens to students present their design portfolio and rationals
- Provides constructive feedback on the portfolio as a whole and the presentation

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Values

- Strategic and critical thinking
- Human focused
- Insight driven
- Empowered growth mindset
- Candor and transparency
- Lead by example

Skills

- Creative Strategy and concept ideation
- UX/UI design
- Product design
- Design systems
- Accessibility
- Information architecture
- Usability testing
- Qualitative and quantitative research
- Journey mapping
- Analytics and reporting
- Project planning and scopes
- Workshops and facilitation
- Design coaching and mentorship

Tools

- Adobe Creative Suite
- Figma
- Sketch
- Webflow
- HTML/CSS
- Google Analytics
- Mac/PC Environments
- Microsoft Office

Education

Bachelor of Design, Honours
YORK UNIVERSITY/SHERIDAN COLLEGE | 2010 - 2014

User Interface and User Experience Design
OCADU | 2016

Courses

Project Management
PMC TRAINING | 2025