

Anne-Marie Lafontaine

Senior Product Designer

EMAIL

annemarie.lafontaine@gmail.com

PORTFOLIO

amlproductdesign.ca

LOCATION

Saint-Colomban, Qc, Canada

Socials

LINKEDIN

amlafontaine

INSTAGRAM

@amlproductdesign

DRIBBBLE

@amlafontaine

Languages


NATIVE

French

FLUENT (NATIVE LEVEL)

English

Experience




Freelance

Present

Senior Product designer

Remote




Industrious Office

Jun 2021 - Apr 2023

Senior Product designer

Remote

- Lead designer on the team that brought internal products from 0 to 1.
- Led the complete redesign of a third-party-built invoicing platform;
 - Collaborated with Engineering to bring platform into our codebase;
 - Created user flows and conducted early user testing sessions;
 - Created invoice and budget visualization dashboards for users to access payment processing more easily.
- Led the creation and maintenance of our Product Design System, facilitating workshops between Marketing, Product Design and Engineering.
- Was the driving force behind migrating the design team from Sketch to Figma, kickstarting better collaboration and standardization of our internal design processes.




Breather

Mar 2020 - Jun 2021

Senior Product designer

Remote

- Led the creation of a brand new Office Space Listing Creation platform as the sole Product Designer at the company;
 - Collaborated with the Product Manager and Engineering team to integrate design into the Agile workflow, leading to seamless collaboration and frequent successful feature delivery.
 - Delivered well-documented and pixel-perfect design files to Engineers.
- Created and maintained our Design System.




Stradigi AI

Aug 2018 - Feb 2020

UI/UX Designer

Montreal, Qc

- Participated in the ground-up creation of a visual interface for model-building workflows (Kepler)
 - Worked closely with Data Scientists and Machine Learning Researchers to integrate complex data science concepts into a simple visual interface
- Collaborated with Senior UI/UX Designer to create user flows, site maps and visual language for the MVP
- Worked closely with UX Researcher to integrate data-backed insights into product
- ook ownership of creating a Design System.



Sid Lee

Mar 2017 - Jul 2018

Graphic Designer

Montreal, Qc

- Built mockups and prototypes for various web and advertising projects.
- Created client pitch presentations, brand guides, illustrations and icons.

Education



College Salette

AEC | Web Design

Sep 2016 - Dec 2016



University of Montreal

BA | Industrial Design

Oct 2012 - May 2016



College Ahuntsic

DEC | Graphic Design

Sep 2009 - Oct 2012

Tools & Skills



Figma

UX/UI Design, Prototyping, Documentation



Webflow

No-code site building



Jira

Task management



Notion

Task management