

Erin Sass

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Experience

Product Designer <i>Loblaw Digital</i> Jul 2025 – present	Currently designing on the digital health team, which focuses on 0-1 projects for Shoppers Drug Mart and PC Health app and web.
Experience Designer <i>Konrad Group</i> Aug 2024 – Jul 2025	Konrad is a digital consulting firm that specializes in strategy and user experience design. Contributed to multiple projects within the financial industry.
Product Designer <i>Tango</i> May 2022 – Mar 2024	Sole designer at Tango, a B2B fintech startup building a software system for restaurants, comprising a natively-built product suite. Delivered end-to-end product design across desktop, mobile, and tablet interfaces. Projects included: design system, point-of-sale, admin portal, mobile app, reservation management, online ordering, investor decks and printed marketing materials.
Marketing Student <i>Canadian Tire</i> May – Aug 2021	For the brand Forward With Design (FWD), part of Canadian Tire's Product Development team. Created promotional video content and graphics for social streams, FWD's website, and Sport Chek's in-store screens. Generated product renderings and edited presentation decks for FWD's selfcare strategizing.
Freelance Illustrator <i>WebMD</i> Oct 2020 – Oct 2021	Created a series of in-line, slideshow, and header illustrations for each of two Culturelle Probiotic articles.
Product Development Intern <i>Canadian Tire</i> May – Aug 2020	Conceptualized and designed a COVID-friendly, at-home Halloween treasure hunt for children: illustration, copywriting, storyboarding. which involved illustrating the characters, writing the copy (riddles), and creating a storyboard to present the concept to the entire product development team.

Extracurricular

Design Director <i>The Bull & Bear</i> Sept 2020 – Apr 2022	Developed the illustration, layout, and creative direction for the semesterly print issues, in addition to creating graphics for online articles.
Design Director <i>On The Table Magazine</i> Sept 2021 – Apr 2022	Spearheaded the layout design of the student-run culinary publication's inaugural semesterly print issue.
Graphics Director <i>NOBE</i> Sept 2019 – Apr 2020	Designed banners and posters for workshops and networking events through McGill University's chapter of the National Organization for Business and Engineering (NOBE).

Education

BEng, Mechanical Engineering
McGill University
Sept 2017 – Apr 2022

Package Design Course
OCAD University
Jun – Jul 2021

Tools

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Webflow

Skills

Branding
Design Iteration
Editorial Design
High Fidelity Prototyping
Illustration
Logo Design
Product Thinking
User Research
Wireframing