

Erin Sass

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Experience

Product Designer

Loblaw Digital

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

Konrad Group

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

Tango

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

Canadian Tire

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

WebMD

Oct 2020 – Oct 2021

Created a series of in-line, slideshow, and header illustrations for each of two Culturelle Probiotic articles.

Product Development Intern

Canadian Tire

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

The Bull & Bear

Sept 2020 – Apr 2022

Developed the illustration, layout, and creative direction for the semestery print issues, in addition to creating graphics for online articles.

Design Director

On The Table Magazine

Sept 2021 – Apr 2022

Spearheaded the layout design of the student-run culinary publication's inaugural semestery print issue.

Graphics Director

NOBE

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