


NOAH LACH

Product Designer

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Work Experience

DIGITAL DESIGNER

Spare Labs • Vancouver, BC

Apr 2024 – Present

- Embedded in a lean, fast-paced design team with emphasis on high-quality, time-critical work and rapid project turnaround
- Overhauled internal white-label design process, adopting Figma variables to improve efficiency and reliability of asset creation workflow
- Supported Spare rebrand: collaborating with marketing and leadership to generate new slide deck design templates, brand guidelines, digital and physical marketing assets
- Designed and implemented mobile-responsive Webflow pages on Spare.com

PRODUCT DESIGNER

DOZR • Kitchener, ON

Jan 2023 – Mar 2024

Led end-to-end product design & research efforts for the industry's first online equipment rental marketplace, emphasizing interactive prototyping and net-new workflows.

- Executed data-driven redesigns of core user workflows, search/browse experience, and landing pages, improving online checkout conversion by 25%.
- Led design of an industry-first equipment configurator that provides purchase guidance and zero-lead-time customization, boosting online sales conversion and Average Transaction Value (ATV) by 15%.
- Collaborated with multiple departments to design a net-new, AI driven quote management tool for sales and sourcing team resulting in 7% increase in rental deals
- Designed and implemented a proactive customer support system and Webflow-based FAQ platform, which reduced inbound support calls by 20% and increased NPS.
- Led regular user research, user interviews and usability testing to help leadership make informed decisions and build out the product roadmap.

PRODUCT DESIGNER

D2L • Kitchener, ON

May 2021 – Dec 2022

- Designed and user-tested a new authoring tool leveraged by over 15 million users, optimizing key workflows and building a mobile-responsive UI to WCAG AAA compliance; improved NPS and garnered significant positive user sentiment
- Stewarded the Daylight design system, collaborating with multiple teams to identify future project needs and maintain a UI roadmap, improving dev team efficiency.
- Built and user-tested over a dozen reusable components and patterns, improving visual design and accessibility, and developing an all-new documentation site.
- Led responsive design for a new corporate upskilling platform (D2L Wave), collaborating with design and development leads to quickly deliver this time-sensitive project

PRODUCT DESIGNER CO-OP

D2L • Kitchener, ON

May 2020 – May 2021

Education

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Wilfrid Laurier University

16-month co-op term; Director of Design at The Carnegie; UXDSA cofounder; Communitech Campus Ambassador; Design for Change Mentor. Graduated on the Dean's Honour Roll.

Summary

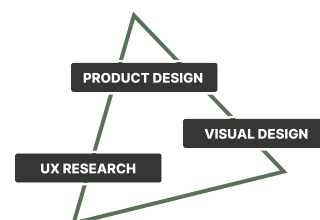
Product designer with 5+ years of experience delivering accessible, engaging, and beautiful experiences across large-scale EdTech, SaaS and marketplace platforms.





I lead design initiatives for products with millions of users, emphasizing a rigorous end-to-end design process, data-driven design, and interactive prototyping.

I also bring significant 0-1 design experience building consumer-facing products and complex, customizable backend tools.

My passion lies in designing forward-looking, user-centric solutions in new and ambiguous spaces that empower customers and drive impact.

Key Skills



 Figma
 Webflow
 Adobe Suite
 Final Cut Pro

- 0-1 product design experience
- Interactive, high-fidelity prototyping
- User research and testing
- Responsive design
- Webflow development
- Presentation skills
- Design systems
- Collaboration and developer handoff