



# Noah Lach

## Product Designer

noahlach.com  
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5 years of experience designing high-impact B2B SaaS and consumer products. I bridge obsessive execution with strategic product thinking and craft experiences that are seamless, intuitive, and inevitable. My philosophy: every detail matters, because every detail shows that someone *cared*.

✦ AI Design Tools   ✦ Figma   ✦ SwiftUI   ✦ Webflow   ✦ HTML/CSS   ✦ Creative Suite

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## Spare Labs, Digital Designer

Vancouver, BC • Since April 2024

Creating a brand identity and design system for a rapidly scaling Series B tech startup.

- **Overhauled white-label design workflow** by adopting Figma variables, **reducing asset turnaround time by one week** while improving efficiency and reliability across client deliverables.
- **Supported a full-company rebrand**, collaborating with marketing and product leadership to create slide decks and templates, brand guidelines, and both digital and physical marketing assets.
- **Designed and launched mobile-responsive Webflow pages** for Spare.com, enhancing brand presence and performance across devices.

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## DOZR, Product Designer II

Kitchener, ON • January 2023 – March 2024

Led end-to-end UX design and research for the industry's first online heavy equipment rental marketplace, creating innovative net-new workflows that redefined the customer experience.

- **Increased online checkout conversion by 25%** through redesigns of the core search, checkout, and landing page flows, informed by analytics and A/B testing.
- **Boosted online sales conversion and Average Transaction Value by 15%** by creating the **industry's first equipment configuration tool**, enabling self-service research and tailored rentals.
- Shipped a **net-new, AI-driven quoting tool** for sales and sourcing team; improving margins and **reducing average rental price by 7%**.
- **Reduced inbound support calls by 20%** and increased NPS by launching a proactive customer support system and **building a Webflow-based self-service FAQ hub**.
- **Led regular user research, user interviews and usability testing** to inform C-suite leadership decisions and shape a data-backed product roadmap.

D2L

## D2L, Product Designer

Kitchener, ON • May 2020 – December 2022

Designed user-facing productivity tools for a large-scale B2B SaaS platform while stewarding a WCAG AAA-compliant design system that elevated accessibility and consistency across tools.

- Led redesign of the **core content authoring tool** used by 15M+ educators & students globally.
- Led user tests to validate the design, which showed a **38% improvement in task completion speed** with a mobile-first, accessibility-driven UI overhaul.
- Built a **scalable design system** and crafted clear design principles, collaborating with cross-functional teams to anticipate future needs and manage a living UI roadmap.
- **Developed and user-tested reusable components and patterns**, elevating visual consistency, WCAG AAA compliance, and launching a new documentation site that streamlined adoption.
- **Led responsive design for D2L Wave**, a net-new corporate upskilling platform, partnering with leadership to deliver a **time-sensitive launch on schedule without compromising quality**.



## Wilfrid Laurier University, Honours Bachelor of Design

Waterloo, ON • 4 Years + 16 Month Co-Op Term