# Tania Farynets

Product Designer

*Designing high-impact digital experiences where UX clarity meets UI emotion*

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## Summary

Empathic, human-centered UX/UI Designer with 11 years of experience crafting distinctive digital products. I've led teams at agencies and in-house, collaborated with clients, founders, and executive stakeholders, and owned end-to-end product delivery through a boutique studio. I treat UX and UI as equal partners—uniting functional clarity with emotional intelligence to create high-impact, deeply resonant experiences. My approach synchronizes systems thinking, conceptual storytelling, aesthetic sensitivity, abstract art, and immersive motion language. I've been recognized with the Rising Star Award and a Digital Talent nomination.

## Skills & Tools

**Core Design Skills:** Market & Competitive Analysis • Brand Insights • Concept Development & Ideation • Creative & Art Direction • Visual Systems • UX Research (Qual + Quant) • UX Strategy • Customer Journey Mapping • Information Architecture • Wireframes & User Flows • Interaction Design & Micro-Interactions • UX Writing • UI Design • Design Systems • Interface Animation • High-Fidelity Prototyping • Accessibility (WCAG) • Usability Testing (A/B Testing, Heatmaps, User Testing) • Design Documentation • Client Onboarding

**Technical Skills:** Low-Code Development • HTML • CSS • JavaScript • SEO • SQL • Client CMS Training

**Tools:** Figma • Adobe Creative Suite • Relume • Framer • Webflow • Lovable • LottieFiles • GSAP • Rive • Spline • Midjourney • Claude Code • React (components) • Shopify • WordPress • Supabase • Google Tag Manager • Zapier

## Work Experience

**Art Director | UX/UI Designer & Developer** — Freelance                 **Toronto**
BrandOn Digital (**brandondigital.com**) | B2B & B2C | E-commerce          [Dec 2021 - Present]

Partner with industry-leading brands to deliver end-to-end digital experiences across branding, identity, and web.

• Attracted higher-value clients and increased project volume by 70% for the world's largest advertising agency by modernizing an outdated website through strong product sense & marketing intuition.
• Elevated a #1-ranked jewelry brand with an exhibition-inspired website that boosted global visibility during the 2024 Olympics, unlocked high-value showbiz partnerships, and spotlighted a Guinness-nominated piece.
• Repositioned a coffee brand to the top of its category by carving a distinct sub-niche, brand philosophy, and personality, crafting a playful slogan and full visual system, and launching an immersive, tech-forward website.

**Art Director** (promoted from UI/UX Designer) — Full-time                 **Toronto**
SimplyTold — rebranded from Anderson DDB | B2B2C | Applications            [Jun 2023 - Aug 2024]

Led teams of 17 people to deliver high-impact digital and print products that advanced client and business goals.

• Increased team engagement by 3× by strengthening Agile collaboration & facilitating team-building workshops.
• Supported the acquisition of 3 major global clients through high-influence, narrative-driven pitch presentations.
• Added $300K in value within two weeks by creating a new development system for HCP and DTC applications.

**UI/UX Designer** — Full-time                                             **Toronto**
Anderson DDB Health & Lifestyle (**andersonddb.com**) | B2B2C | Applications   [Dec 2021 - May 2023]

Delivered high-impact digital products for global healthcare clients by combining UX strategy, UI design, and scalable systems thinking across web and application projects.

• Increased lead generation & strengthened the agency's pharma-market positioning by delivering websites and applications supported by award-level visual and design systems through close cross-functional collaboration.

• Reduced development costs by independently designing and building a production-ready Webflow site, eliminating the need for full-stack engineering through full ownership and accountability.
 • Stabilized a high-risk client account previously considered complicated, rebuilding trust and turning it into a source of new leads and project opportunities.
 • Attracted additional clients through personal reputation, directly contributing to agency revenue (e.g., Takeda).

**UI Designer** — Contract                                              **Toronto**
Canadian Tire (**canadiantire.ca**) | B2C | E-commerce                  [Jul 2021 - Sep 2021]

Provided UX research and UX/UI design across multiple national e-commerce brands, applying insights to improve IA, accessibility, and cross-brand design-system consistency.

• Improved checkout and key retail e-commerce flows across 6 national brands through Baymard-based usability testing, accessibility fixes, and IA optimization — guided by curiosity and continuous learning (Sport Chek, Sports Experts, Atmosphere, Mark's, L'Équipeur, Canadian Tire).
• Delivered high-craft UI and scalable cross-brand design-system components, modernizing the visual experience.

**Digital Designer** (promoted from Junior Digital Designer) — Full-time      **Toronto**
Toronto Film School (**torontofilmschool.ca**) | B2C                          [Mar 2019 - Mar 2021]

Designed and optimized marketing and admissions digital products by leading UX research, UX/UI design, and rapid experimentation to drive conversion growth and streamline production workflows.

• Boosted landing-page conversions from 2% to 48% by integrating UX research, executing a full UX/UI redesign, validating marketing concepts through A/B testing, and upgrading the development system.
• Redesigned a 53-page website within my first 3 days and fully rebuilt it in WordPress within 2 weeks by applying strong time-management and prioritization skills, earning the Rising Star Award for outstanding performance.
• Saved the team ~2 years of manual work by implementing an automated development process through strategic & technical thinking, fast problem framing & resolution, and mentoring junior designers on new systems.
• Designed, developed, and launched 200+ high-performing landing pages annually to accelerate experimentation, fuel marketing growth, and convert leads into opportunities.

**Graphic Designer** — Full-time (Early-stage Start-up)                  **Toronto**
Nocktech (**nocktech.com**) | B2B2C                                      [Aug 2018 - Feb 2019]

Created brand identities, marketing assets, and websites for clients, ensuring aligned co-creation with developers.

 • Attracted investors for a pharma startup with a cohesive brand identity & an ultra-contemporary website.

**VR Interaction Designer & Developer** — Contract                       **Toronto**
Seneca College (**senecapolytechnic.ca**) | B2B2C                        [Apr 2018 - Sep 2018]

Built VR experiences using interaction design, 3D modeling, and Unity development, delivering polished, performance-optimized environments for public showcase and education.

 • Engaged ~1K participants at Nuit Blanche by developing a music-inspired VR installation featuring custom 3D art and mathematical interaction algorithms.

## Education

**Formal Degrees:**
• Interactive Media Design (Diploma) — Seneca College, Toronto, Canada
• Web Development (Diploma) — Bionic University, Kyiv, Ukraine
• Finance (BS, MS) — Taras Shevchenko National University of Kyiv, Ukraine

**Courses & Certifications:** • Front-End Development • JavaScript • UX/UI Design • Digital Marketing • SEO • Art Direction • Webflow • Brand Mastery • Typography • Graphic Design • Packaging