Tania Farynets

Art Director / Web Product Designer

Creating high-impact digital experiences where UX clarity meets UI emotion

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Summary

Art Director & Web Product Designer with 11 years of experience crafting distinctive digital products. I've led teams, collaborated with clients, founders, and executive stakeholders, and owned end-to-end product delivery through a boutique solo studio. I translate ideas into compelling visual narratives. My work brings UX and UI together as equal partners, uniting functional clarity with emotional intelligence to create high-impact experiences. My approach synchronizes systems thinking, conceptual storytelling, aesthetic sensitivity, abstract art, and immersive motion language. Recognized with awards & nominations.

Skills & Tools

Core Design Skills: Market & Competitive Analysis • Concept Development & Ideation • Creative & Art Direction • Visual & Brand 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

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

Tools: Figma • Adobe Creative Suite • Relume • Framer • Webflow • AI site builders • Shopify • WordPress • GTM

Work Experience

Art Director | Web Product Designer — Freelance — **Toronto**
Freelancer (taniafarynets.com) | B2B | B2C | B2B2C | SaaS | E-commerce — [Jan 2026 - Present]

Design websites and web products that communicate clearly and emotionally with end users.

• Helped clients win pitches by carving creative presentations that tell compelling stories (+3 new clients).
• Increased projects' volume (+70%) by modernizing website through strong product sense & marketing intuition.
• Elevated brand's image by replicating retail showcase installations on website, telling the brand story through immersive motion design. Reflected the big idea with complex conceptual animation and micro-interactions.

Art Director | Product Design Engineer — Freelance — **Toronto**
BrandOn Digital (brandondigital.com) | B2B & B2C | E-commerce — [Dec 2021 - Dec 2026]

Partnered with brands to deliver end-to-end digital experiences across branding, identity, and web.

• Repositioned a coffee brand to the top of its category by carving a distinct sub-niche, brand philosophy, and personality, crafting a playful slogan & full visual system, and launching an immersive, tech-forward website.
• 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.

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

Directed cross-functional teams to deliver high-impact digital & print products that advanced business goals.

• Increased team engagement by strengthening Agile collaboration & facilitating team-building workshops.
• Supported acquisition of major global clients (+2) through high-influence, narrative-driven pitch presentations.
• Added $300K in value within a few 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, building 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.
• 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

• 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