

# Andre Arabejo

UI/UX Designer · Product Designer · Edmonton, AB, Canada (Open to Remote)

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## SUMMARY

Product Designer focused on turning complex, ambiguous problems into clear, usable systems. Experience across end-to-end product design including research, information architecture, interaction design, and high-fidelity UI. Comfortable owning features from problem definition through execution, collaborating closely with founders, engineers, and cross-functional partners. Strong visual discipline paired with structured UX thinking.

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## SELECTED PRODUCT OUTCOMES

- Owned product and UX design across **multiple real-world projects**, delivering dev-ready designs for MVPs and in-progress products.
  - Led **end-to-end design** for an AI-powered SaaS MVP (Jose AI), from requirements and workflows through final UI and stakeholder handoff.
  - Served as **sole product designer** for a live startup product (KnowQuest), collaborating directly with the CEO and delivering complete mobile design files for development.
  - Designed under **real constraints** including tight timelines (2–3 weeks), evolving requirements, and technical feasibility.
  - Regularly collaborated with founders, marketers, engineers, and designers to translate ambiguity into buildable product decisions.
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## EXPERIENCE

### Product Designer | Creatif.4 | Freelance | Canada | November 2024 - Present

- Co-founded and operated a registered multidisciplinary design and marketing studio with UX, graphic design, and marketing collaborators.
- Designed and shipped the Creatif.4 marketing website, defining positioning, information architecture, and visual system to clearly communicate services and credibility.
- Led product and UX design for **Jose AI**, an AI-powered business platform MVP, designing core user flows, dashboards, and UI patterns under tight timelines.
- Translated loosely defined requirements into structured product experiences through wireframes, interaction flows, and high-fidelity prototypes.
- Collaborated cross-functionally with designers and marketers, contributing to additional branding and digital design projects.

### User Experience Designer (Co-op) | KnowQuest | Remote | Canada | *September 2024 - April 2025*

- Owned end-to-end design of a native mobile application focused on increasing trust and clarity in a review-based platform.
  - Worked directly with the CEO to define feature scope, prioritize functionality, and translate business goals into user-centered solutions.
  - Conducted user research and interviews, synthesized insights, and applied findings to information architecture and interaction design.
  - Designed complete UI system, user flows, and interactive prototypes for validation and presentation.
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## EDUCATION

### Bachelor of Design (Graphic Design) | Sep 2022 - 2025

MacEwan University

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## SKILLS

### UX & Product

Information Architecture · Accessibility (WCAG) · Usability Testing · Design Systems · Interaction Design

### Tools

Figma (Advanced) · FigJam · Adobe Creative Suite · Prototyping (Interactive Flows) · Webflow

### Collaboration

Stakeholder Communication · Cross-functional Collaboration · Design Handoffs