

Andre Arabejo

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

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SUMMARY

Product Designer who ships in constraint-heavy, ambiguous environments. End-to-end experience across AI SaaS, native mobile, and government enterprise systems—research, IA, interaction design, and high-fidelity UI validated through usability testing. Comfortable as the sole designer working directly with founders and stakeholders from problem definition through developer handoff.

SELECTED PRODUCT OUTCOMES

- Shipped a complete **AI SaaS MVP in a 2-week sprint** (Jose AI)—workflows, dashboards, onboarding, and edge cases; post-launch comprehension testing surfaced a hierarchy gap that informed documented V2 priorities.
- Sole product designer for a 7-month native mobile redesign** (KnowQuest)—inherited product, no backend changes allowed, research that conflicted with common UX patterns; validated with **90% task completion** in usability testing.
- Redesigned **information architecture for a government land title search system** (SPIN2)—improved learnability without simplifying regulated terminology; validated through card sorting and tree testing (**8/10 correct first-click path**).

EXPERIENCE

Product Designer

November 2025 – Present

Creatif.4 | Freelance | Canada

- Led end-to-end design for **Jose AI**, an AI operations assistant for restaurant owners—chose guided conversations over dashboards, designed progressive onboarding, and built inline trust explanations beside every system output.
- Delivered **build-ready artifacts in a 2-week sprint**: flow maps with decision gates, annotated UI patterns, and a complete component system for developer handoff.
- Ran **5-second comprehension testing** post-launch; documented onboarding hierarchy fixes as next iteration priorities.
- Designed and shipped the **Creatif.4 agency website**—positioning, IA, and visual system end to end.

User Experience Designer (Co-op)

September 2024 – April 2025

KnowQuest | Remote | Canada

- Owned end-to-end redesign of a **verification-first review platform**—sole designer with CEO from discovery through dev handoff; navigated sparse documentation and no backend changes.
- Synthesized research into five insights that shaped every decision: trust visible at a glance, minimal UI reduced legitimacy, structured criteria trusted over open-ended reviews, gamification only when restrained.
- Validated through **10-person unmoderated usability testing—90% task completion**; identified two friction points and documented fixes. Delivered annotated flows, interaction specs, and reusable component library.

UX Intern

May 2024 – November 2024

FreshFind | Remote | Canada

- Contributed UX research, user flows, and interface explorations for a startup digital product in a fast-moving environment.

NOTABLE ACADEMIC PROJECT

IA & UI Designer — SPIN2 Gov. Land Title Search

12 weeks

MacEwan University | Team of 4 UX Designers

- Redesigned IA and key pages for **Alberta's SPIN2 land title system**—led **card sorting and tree testing** that exposed terminology confusion and duplicative search categories.
- Designed **in-flow guidance patterns** (tooltips, modals) to decode regulated terms at the point of need; delivered research-backed IA, high-fidelity pages, and an interactive prototype.

EDUCATION

Bachelor of Design (Graphic Design)

Sep 2022 – 2025

MacEwan University

SKILLS

UX & Product Product Thinking • User Flows • Information Architecture • Interaction Design • Usability Testing • Design Systems • Accessibility (WCAG)

Tools Figma (Advanced) • FigJam • Adobe Creative Suite • Webflow

Collaboration Stakeholder Communication • Founder-led Collaboration • Cross-functional Teams • Design Handoffs