

# Andre Arabejo

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

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## SUMMARY

Product Designer who delivers in constraint-heavy, ambiguous environments. End-to-end experience across AI SaaS, native mobile, and government enterprise systems, from research through interaction design to usability-tested prototypes. Comfortable as the sole designer working directly with founders and stakeholders from problem definition through developer handoff. Integrates AI tools (Figma Make, Claude) into structured design workflows to move faster without skipping validation.

## SELECTED PRODUCT OUTCOMES

- Delivered a complete AI SaaS MVP in a 2-week sprint (Jose AI): workflows, dashboards, onboarding, and edge cases; 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 Edmonton's HotSpot Parking registration flow using AI-assisted prototyping (Figma Make): tested current flow with 5 users, generated a redesign from structured research inputs, retested with the same users and reduced task completion time by 47% (1:33 to 49 seconds).
- 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-delivery; 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.

## SELECTED PROJECTS

### HotSpot Parking — AI-Assisted Flow Redesign

*Self-initiated | 5-user usability test | Figma Make + Claude*

- Tested Edmonton's live parking registration flow with 5 users, identified 7 friction points, then used Figma Make with a structured research brief to generate a redesigned 3-step flow (Time, Pay, Done).
- Retested with the same 5 users: average task completion dropped from 1:33 to 49 seconds (47% reduction). Human review caught 4 interaction-level issues AI missed, documented as next-iteration fixes.

### IA & UI Designer — SPIN2 Gov. Land Title Search

*MacEwan University | Team of 4 UX Designers | 12 weeks*

- 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) · Figma Make · FigJam · Claude · Adobe Creative Suite · Webflow

**Collaboration** Stakeholder Communication · Founder-led Collaboration · Cross-functional Teams · Design Handoffs