



# JOSH DUAN

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Location Toronto, Canada (Open to Remote / Global Projects)

## PROFILE

A product designer with 8+ years of experience, Leveraging a strong visual foundation to lead end-to-end UX strategies for enterprise and consumer-facing products. Specialized in complex problem-solving and leveraging AI-driven tools to create intuitive, high-impact user experiences. Seeking to apply my expertise in a challenging UI/UX/Product Designer role or freelance capacity.

## CORE COMPETENCIES

### Design

UX/UI Design · Interaction Design · Design Systems · High-Fidelity Prototyping · Responsive Web & Mobile (iOS/Android)

### Research & Strategy

User Research · Usability Testing · Competitive Analysis · Information Architecture · Product Strategy · Data-Informed Design

### AI-Augmented Design

AI-driven ideation & asset generation (Stable Diffusion, ComfyUI, Copilot) · Prompt engineering for design workflows

### Tools

Figma · Adobe Creative Suite (Photoshop, Illustrator, XD) · Sketch · Microsoft Power Platform · Dynamics 365

### Industries

Insurance · Fintech · Retail · News & Media · Community Platforms · Real Estate

## EDUCATION

Master of Management  
University of Windsor  
Jan 2014 - Jun 2015

Bachelor of Art(B.A.), Advertising (Planning & Design)  
Beijing Union University, China  
Sep 2009 - Jun 2013

## EXPERIENCE

### UX Associate Manager

Avanade | TD Insurance | Sep 2021 - Present

- Led end-to-end redesign of the quote-to-purchase flow, increasing sales share by 20% and completion rates by 3 p.p. – achieving a 78% completion rate at launch and 41% bind-rate performance across the experience, directly driving revenue growth.
- Established a scalable design system, reducing time-to-market by 33% (~1 month) through optimized design-to-development workflows – enabling faster iteration cycles and maintaining design consistency at scale.
- Partnered strategically with product owners, business analysts, and engineering leads to align design decisions with core business KPIs, translating user insights into roadmap priorities and contributing to strategic planning across quarterly releases.

### Visual Designer / Design Consultant

Avanade | Lululemon | Apr 2021 - Jul 2021

- Delivered 10+ interactive prototypes and a 200-page brand guideline within 7 weeks, establishing a 30+ component visual system to ensure consistency across customer-facing applications.
- Facilitated collaborative design workshops with cross-functional teams, aligning stakeholders on design direction and accelerating decision-making cycles.

### Design Lead

Kankan Technology LTD. | Aug 2020 - Nov 2022 (Concurrent freelance)

- Spearheaded the full product lifecycle: research -> IA -> wireframes -> UI -> developer handoff -> iteration post-launch.
- Built the company's first design system from scratch, creating 400+ components across 200+ pages in Figma, reducing design-to-handoff time by 40% and enabling the team to ship features 33% faster.
- Conducted competitive analysis of 10+ competitors and synthesized findings into actionable UX recommendations that shaped core product differentiation.
- Conducted user research (interviews + usability tests with 12+ participants) to validate design hypotheses, achieving a post-launch SUS score of 72/100 – a strong indicator of intuitive product design.

### UI Designer

OTT Pay Inc. | May 2020 - Feb 2021

- Redesigned key user flows for a fintech payment platform (web + iOS), resolving critical usability issues identified through heuristic evaluation and user feedback analysis.
- Built a scalable design system and component library, improving design consistency across web and iOS while reducing UI debt.
- Collaborated with engineering and product to ship 5+ features within agile sprint cycles, ensuring high-quality delivery under tight deadlines.

### Designer

Ryan Design International | Aug 2019 - May 2020

- Created high-converting visual assets for lead generation funnels including landing pages, forms, and email sequences

### Digital Designer

Coolaid Studios Inc. | Jul 2018 - Aug 2019

- Designed 50+ digital assets (landing pages, email campaigns, social ads) for multi-channel marketing initiatives.
- Ideate on new creative concepts and iterate on those already in-market to strengthen campaign performance such as web 3D modeling, VR interaction design, etc.

### Sr. Graphic Designer / Web Designer

The Edge Leaders Magazine | Jul 2015 - Jul 2018

- Led art direction from concept to completion, maintaining brand consistency across magazine layouts and editorial design while creating targeted brand experiences.