Shad Uadiale

shaduadiale.com
shaduadiale@gmail.com
416-318-2924

BMO

Snr. Product Designer

March 2021 - Present
Toronto, ON

Haud Design Studio

Designer

January 2014 - December 2018
Toronto, ON

Capstone Project

Skew ↗

April 2020 - June 2020

Design Sprint

Mia ↗

June 2020

EXPERIENCE

Currently at BMO, my role includes conceptualizing and mapping an end-end future-state banking experience and product offer roll-out for the company's customers.

I sit on 3 different agile teams, each with a unique product and customer demographic; this provides the opportunity to work on a broad range of financial products, allowing me to better understand the bigger picture from a brand experience stand-point. On a day-to-day basis, I work with multiple scrum masters, devs and BA's to solve design problems, ship new features/product updates that address user and business goals typically achieved through data analytics and thorough usability heuristic analysis.

My role as a designer involved conceptualizing, mapping, and sketching seasonal product designs. I worked closely with an assistant designer to articulate the artistic creative direction across the entire brand offering.

In the time I served in this capacity, the brand Increased revenue and customer acquisition by over 60% year-over-year; reduced overhead and procurement cost by 30% through my effort in negotiating and maintaining strategic relationships with manufacturing and distribution partners.

UX PROJECTS

In response to the pervasive issue of video conferencing hacks at the start of the global pandemic in March, I built skew, a remote working tool that not only prioritized privacy and data security, but delivered a robust user experience and streamlined workflow. I applied the design-thinking methodology throughout the end-end design process.

My team was approached by RBC to develop a hypothetical digital solution with the aim of delivering targeted value specifically tailored to its younger customer demographic. Through extensive user research, concept testing, and thinking through complex workflows, we proposed a solution; Mia, a personal financial coach that provides a library of resources where a user can search up topics of interest to increase their financial literacy.

SKILLS

Research & design

User interviews
UX writing
Usability testing
Conceptualization
Sketching & ideation
Wireframes
Web & mobile design
Low-high fidelity prototypes

Tools

Figma
Sketch
Principle
Marvel
InVision
Axure
Illustrator
Framer
Photoshop
Lightroom

EDUCATION

Human Computer Interaction

MIT CSAIL, Cambridge, MA
April 2023 - July 2023

UX/UI Diploma

BrainStation, Toronto
April 2020 - July 2020

Intl. Business Management

Fanshawe College, London
August 2012 - May 2013

B.Eng. Mechanical Engineering

University of Benin, Benin
August 2007 - May 2011