

Multidisciplinary Designer & Product Ambassador with 15 years of sales experience and 18 years of expertise as a UI/UX Designer, Marketer, IT Consultant, and Entrepreneur, backed by a strong performance record.

UX DESIGN + CONSULTING

Peeking Duck Studios | 2022–Present

Lead Product Designer • Native Web3 Game Developer

A team of crypto, technology, and gaming veterans working to build decentralized brands of the future.

- ⇒ **Zero to one development of design system**, admin dashboard, in-game UI/HUD, investor pitch decks, NFT minting, management, staking, and cryptocurrency management.
- ⇒ **Independently translated complex designs into Figma components for developers** and converted in-app designs into physical products for sale, such as handbags and scarves.
- ⇒ **Managed in-house team of 4 developers and collaborated with external agency** (doublecoconut.com) for 3 games and their websites (2 casino games using cryptocurrency, and a win-to-earn turn-based NFT game).
- ⇒ **Effectively communicated ideas to drive goals** by fostering alignment and collaboration between executive team, direct reports and departments.
- ⇒ **Mentored organization on using Figma remotely**, including holding workshops and office hours for support.
- ⇒ **Other major design highlights**: developed 3-pager investor document for Marc Andreessen (valued at \$15M), front-facing websites for 4 products, and web app/game with metamask wallet functionality.

#Web3 #Real-Money Peer 2 Peer Gaming #Non-fungible token
#Metaverse #eSports #Cryptocurrency Gaming #NFT #P2P

opensea.io/collection/mayv • mayv.io • peekingduck.io

Just Eat for Business | 2021–2022

Senior Product Designer

Designed & developed UI component libraries, documentation, and design methodologies; as well new initiatives. Emphasis on making complex information understandable, meaningful, and actionable for both designers & engineers.

- ⇒ **Zero to one creation of design system** and mobile library. Includes future roll out plan to retrofit existing product with new inline brand identity and move away from legacy code.
- ⇒ **UX and UAT testing specification documentation**, mapping user journeys & workflows.
- ⇒ **Point of contact for ENG and PM partners**, managed Jr. designers
- ⇒ **Dashboard overhaul** to support bulk user management, upload, and employee allowances at scale.
- ⇒ **Communicated design rationales** to peers & stakeholders to build consensus. Ideation and new products / service & UI improvements.

justeattakeaway.com • business.just-eat.co.uk

UX DESIGN + PRODUCT MANAGEMENT

Google | 2019–2020

UI/UX Designer • AdSense & Reach UX

Designed & developed UI component libraries, documentation, and design methodologies; as well new initiatives. Emphasis on making complex information understandable, meaningful, and actionable for both designers & engineers.

- ⇒ **Completed ~2 years of design roadmap work within a 10 month span**, beating internal KPIs and timeline expectations.
- ⇒ **Overhauled design documentation and rebuilt 107+ modular design library in its entirety for Google AdSense and Reach UX** (internal team). New design components served hundreds of millions of end users, and leveraged by thousands of engineers from AdSense, Reach UX, and more.
- ⇒ **Created & implemented a successful enterprise version of Google Material Design for AdSense via Carbon Design System, Sketch, & Figma** (+107 Components & Patterns). Designed components pertaining to data tables for the AdSense team; presented components and workflows to Google Reach UX executive team. Components were subsequently adopted by the Reach UX team over existing internal design components due to improved efficiency and user experience.
- ⇒ **Initiated pitch for new AdSense product to improve analytics tools emphasizing motion data sets**. Concept emphasized making complex metrics understandable, meaningful, and actionable via motion. Led pod of 3 engineers to conduct user research and scope out and prioritize product features. Product now in development backlog to be released in the near term.
- ⇒ **Documented usage, accessibility, and design specs** for components within the Carbon design system platform. This includes extensive new & overhauling / streamlining current copy, specs redlines, [a11y](#) greenlines, etc.
- ⇒ **Audited & familiarized** all documentation, guidelines, slides, notes, design standard meetings, staff interviews, to ensure no discrepancies while resolving conflicting documentation.
- ⇒ **Point of contact for migration** for designers & engineers from Sketch to Figma in its entirety.
- ⇒ **Managed review process** between multiple teams within Google (Reach UX, Eng, Material) and addressed feedback.
- ⇒ **Trained & advised** designers and engineers: how-to for Carbon & Figma, documentation practices, component creation / usage
- ⇒ **Worked closely with Eng and PM partners** to ensure components & patterns are well-documented / up-to date.
- ⇒ **Implemented analytic tools** for Figma Libraries & Carbon, creating visibility into design component usage, ultimately enabling streamlining of design library.

google.com/adsense

Nokia | 2017–2019

UI/UX Designer & Product Manager • CSF

Led, worked, and assisted enhancing enterprise customer satisfaction and loyalty by improving the usability, ease of use, and satisfaction provided in the interaction between the customer and the product.

- ⇒ **Component creation and modification** for Nokia's React Component Library (similar to Google's Material Design).
- ⇒ **Created mid to high fidelity mock-ups**, user flow diagrams, sketches, wireframes, documentation and prototypes.
- ⇒ **Analyzed** competitors' UX aspects that inform design decisions.
- ⇒ **UX and UAT testing specification documentation**, mapping user journeys & workflows. Including split tests, surveys & focus groups.
- ⇒ **Communicated design rationales** to peers & stakeholders to build consensus. Ideation and new products / service & UI improvements.
- ⇒ **Maintained and curated internal design wiki**, OneDrive design documentation InDesign + sketch templates.
- ⇒ **Tested and perform QA** + bug reporting/compliance, repeatedly identified major undocumented issues in Jira.scheduling tool, video/photo sharing, booster coordination, and fundraising options.

nokia.com

Athledo | 2013–2015

UI/UX Designer & Product Manager

Led the overhaul of a sports analytics and management platform to improve and simplify user experience for coaches (Boomers) and athletes (Millennials).

- ⇒ **Designed and coded initial UI** in Ruby on Rails (later shifting to PHP), and developed wireframes in Photoshop and web app structure to create Minimum Viable Product.
- ⇒ **Sourced and managed engineering team** in India to build responsive-design architecture for SaaS product and iPhone app in tandem, using open-source tools and PHP/MySQL. Implemented methodologies (e.g., Agile Development and Design Thinking) to optimize UX.
- ⇒ **Piloted product** with the University of Pennsylvania and Western University alpha customers. Developed KPIs and closely monitored product usage to inform future development.
- ⇒ **Translated customer feedback into features** including a recruiting search engine, user-generated bug reporting, scheduling tool, video/photo sharing, booster coordination, and fundraising options.

Complete case study at devonv.com/athledo

devonv.com | 2011–Present

Product Designer • (Freelance & Retainer)

I enjoy defining clean, simple and pixel-perfect user interface designs. My goal is to give your desktop, mobile and web applications the best user experience possible.

- ⇒ **Specialties:** UI design, user experience design, & visual design for mobile, native and web applications.
- ⇒ **Chew through routine work efficiently** and produce great results like web design, design cleanup (base8 compliance, etc), tech-specs documentation.
- ⇒ **Deconstructed complex problems** while developing creative solutions for each individual part. A process wherein the abstract is converted into the tangible.
- ⇒ **Managed remote developers**, collaborating designers, multiple clients & deliverables, product maintenance, etc.
- ⇒ **UX and Startup Consultation** for E-Commerce, Media, Advertising, Pitch Preparation, Auditing (Code and Design), and more.

Projects include—but are not limited to—Cryptocurrency Arbitrage Interface • Marijuana UberEats-like Delivery Platform • BiBi Ride (Chinese Uber competitor) • Netflix Design Task (interview design task) • Youtube Graphics • etc.

Full design portfolio at devonv.com

Talent Mentoring | 2016–Present

Designer & Developer Mentor (Individual & Startups)

The best way to reinforce your knowledge of a subject is to share it. (via calendly.com/devonv)

- ⇒ **Interview preparation: (Situation, task, action, result)**
Sharing my custom written “General Interview Questions” I’ve used for hiring in the past
- ⇒ **1 on 1 in meet preparation:** Preparing Figma or design docs for walkthroughs, reviewing their answers and approaches with recruiters, etc
- ⇒ **Resume overhauling:** how to approach targeted jobs with their resume, how to do cover letters, etc.
- ⇒ **On-the-job Advice:** How to approach tricky or delicate situations at work regarding ego, legacy employees, and other career hazards.
- ⇒ **Translated ideas into technical specifications**, anticipated hurdles/costs, and convert in plan of execution.
- ⇒ **Board Member of multiple successful ideation to market** companies resulting from mentorship. (Example: [BarGoat Inc](https://bargoatinc.com))
- ⇒ **Auditing potential hires, interviews**, winnowing product focus, and leveraging personal networks.
- ⇒ **On-Going advice (Company & Career).** Via video chat, SMS, email, and telephone. Crisis, problems, and opinions. Anybody can book time to talk about any questions design, tech industry, startups, etc..

SportsHack | 2014

Product Design Mentor

SportsHack is the first Wearable Technology Hackathon in Toronto where the main theme is Sports. Brought together by IBM, Ryerson University, and We Are Wearables Toronto (WWTO).

- ⇒ Coached, encouraged, and advised varying student group designs, critiqued overlooked or missed issues.
- ⇒ Troubleshoot software bottlenecks and dead-ends.

sportshackweekend.org

EDUCATION + COURSES

[Growth.Design](https://growth.design) – Certificate, Product Psychology Masterclass

Western University – (B.A.)(c) Psychology & Philosophy (electives in Computer Science)

Algonquin College – Diploma, TV Broadcasting

Colonel By Prep School – Diploma, Honors

Varsity Heavyweight Crew | 99th Percentile on SAT (2290) | #1 on Math Entrance Exam | Computer Studies Scholarship

Fluent in French – Reading, Writing, Speaking