

EMILIE MAZUREK

SENIOR PRODUCT DESIGNER

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🔗 dandydesign.ca

(rootbeerfloat)

SKILLS

Research

User research and strategy, user interviews, information architecture, card sorting, usability testing, a/b testing

Design

Sketching, wireframing, prototyping, UX design, UI design, interaction design, product design, mobile design, web design, accessible design

Software

Figma, Miro, Jira, Shortcut, Asana, Dovetail, Heap, Pendo, HotJar

EDUCATION

Certificate: User Interviews

Nielsen Norman Group

DEC 2023

Diploma in UX Design

BrainStation

APR 2021

B.S. in Biochemistry

University of Calgary

APR 2016

EXPERIENCE

Senior Product Designer | Max Retail

JUN 2024 - APR 2025, FULL-TIME, REMOTE, B2B SaaS

I was headhunted to join as the sole designer, where I led design across three product teams helping them grow from Series A to B.

- Led design efforts on 10 major projects collaborating with a cross-functional team of 20 engineers, supporting the growth of monthly active users from 632 to over 1,400.
- Spearheaded the self-serve onboarding experience, reducing onboarding time from 9 minutes to 3 minutes.
- Developed Max Retail's first design system, standardizing UI across 3 product lines, cutting inconsistencies by 40%, and achieving full WCAG 2.1 accessibility compliance.

Senior Product Designer | VEERUM

MAY 2023 - MAY 2024, FULL-TIME, REMOTE, B2B SaaS

I joined as the sole designer and built their design practice from scratch, introducing user research and modern processes to embed user-centered thinking to the product for the first time.

- Conducted over 100 user interviews and usability tests, directly strengthening client relationships and reducing user support requests by 34%.
- Built and implemented a scalable design system from scratch, streamlining UI development and reducing design-to-code turnaround time by 30%.

Senior UX/UI Designer | Barstool Sports

NOV 2022 - FEB 2023, FULL-TIME, REMOTE, B2C

I was headhunted to join the design team, focusing on their online marketplace and delivering impactful UX improvements that boosted conversion by 11%.

Product Designer | Proposify

SEPT 2021 - NOV 2022, FULL-TIME, REMOTE, B2B SaaS

I became the sole product designer, leading UX improvements including an 80% faster document flow completion time-to-enhancing the user experience and driving product success.

ACHIEVEMENTS

#1 Product Design Creator in Canada | Favicon, OCT 2023 - DEC 2024

Design Mentor | Mento Design Academy • AUG 2023 - PRESENT

Keynote Speaker | UX Design Institute • MAR 2023

1st Place | Google X BrainStation Hackathon • MAR 2021