

JOSELYNN MAAS

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Product Design/UX Leader

15+ Years Shipping Digital Products | Design Strategy, Systems, and Team Leadership

Senior Product Design and UX leader with 15+ years of experience leading complex digital products in regulated environments, including financial services and large-scale ecommerce. Known for stabilizing and scaling design organizations by building strong foundations across design systems, UX Research, Content Design, and Design Operations. Trusted partner to Product and Engineering who brings clarity to ambiguity, balances strategic leadership with hands-on craft when needed, and delivers accessible, high-quality experiences that scale.

SKILLS

Product Design Leadership, UX Strategy, Human-Centred Design, Design Systems (Atomic Design), Platform and Systems Design, Accessibility-by-Default Design (WCAG, AODA), Interaction Design, Information Architecture, User Flows and Wireframing, Content Design, UX Research Strategy, Heuristic Evaluation, Research Operations and Intake, Design Operations, UX Intake and Workflow Design, Agile and Kanban Delivery, Resource Planning and Forecasting, Design Governance and Standards, Cross-Functional Collaboration with Product and Engineering, Roadmap Planning and Enablement, Risk Mitigation and Compliance Readiness, Stakeholder Alignment and Influence, Player-Coach Leadership, Design Critique and Quality Assurance, Team Building and Mentorship

EXPERIENCE

PC Financial | Toronto, ON

Senior Manager, UX Design | Dec 2024 – Present

Led Product Design across PC Financials' digital banking ecosystem, spanning growth and acquisition websites, applications, and authenticated browser and app experiences.

- **Stabilized the Product Design function after repeated leadership turnover** by rebuilding foundational design infrastructure and evolving a tactical Product Design team into a strategic, human-centred UX discipline to support future business planning.
- **Established and embedded human-centred design across the end-to-end product lifecycle** by introducing UX Research and Content Design practices. Onboarded and partnered with practitioners to define role expectations, standards, guiding principles, intake processes, and workflows, embedding both disciplines into product delivery in close alignment with Product and Engineering.
- **Built, recruited, and onboarded a multidisciplinary team of 10+ designers, researchers, and content designers**, and developed structures to support development processes and future growth. Established weekly meetings, design critique, peer reviews, 1:1s, and coaching to support career growth, craft excellence, and team maturity.
- **Established standardized UX intake and design asset governance** to remediate privacy and compliance risk arising from fragmented tooling and undocumented requirements. Implemented structured Figma organization and archival standards to improve traceability and audit readiness in a regulated banking environment.
- **Led the creation of PC Financial's first atomic design system for Growth and Acquisition**, establishing accessible-by-default standards for typography, spacing, layout, patterns, components, and variants. Defined content design and accessibility standards across pattern and component types, with governance and documentation to ensure consistent use, improve design efficiency, support designer onboarding, and provide a scalable foundation for campaigns and future MarTech personalization initiatives (2026 roadmap).
- **Partnered with Product Management to relaunch the Growth and Sales website**, applying the design system and content standards across all pages. Led the creation of SEO-enabled content aligned to the Marketing content strategy, and oversaw design quality and content review through final stakeholder sign-off.
- **Managed UX resourcing and delivery for the 2025 roadmap across authenticated core banking** (web/app) experiences, including Pay with Points, Loyalty Rates, Credit Limit Increase, Money Movement, Credit Disputes, Offers, Mastercard® Click to Pay, and application flows. Improvements to the application flow increased completion rates by 18%.
- **Led cross-platform reuse of foundational aspects of the Growth and Acquisition design system** to initiate creation of the authenticated design system, improving consistency, quality, delivery efficiency, and reducing development redundancy across authenticated experiences.
- **Partnered with Product Management to plan and enable delivery of the 2026 roadmap**. Established a UX design operations model, introducing Jira Kanban workflows, standardized UX ticket templates, and defined SoR (project start) criteria to improve forecasting, resourcing, and delivery predictability.
- During periods of reduced team capacity while building the UX function and operating model, balanced design leadership with direct, hands-on contribution across end-to-end UX activities. This included and end-to-end heuristic analysis, user flows, wireframes, information architecture, content design, user research, and visual assets, ensuring quality, pace, and informed trade-offs.

Longo's / Grocery Gateway | Vaughan, ON

Senior Manager, UX/UI Strategy & Design | 2019 – 2023

Lead UX/UI Designer | 2016 – 2019 **Senior UX/UI Designer** | 2015 – 2016

Built and led a multidisciplinary digital product design organization supporting a large-scale e-commerce platform, with accountability for UX, Research, Content Design, and Design across customer-facing and operational experiences. During my time at Longo's, I led UX strategy and the tactical delivery of all requirements that contributed to e-commerce grocery delivery revenue increase from 45M to 97M.

- **Led an 8+ person onshore/offshore digital product team** spanning Product Management, UX Research, Content Design, UI/UX Design, SEO, and Delivery in a fast-paced, high-growth environment.
- **Defined UX and design strategy** across e-commerce journeys, improving clarity, confidence, and usability.
- **Recruited, developed, and retained high-performing talent**, eliminating \$1M in agency spend and achieving zero turnover during the pandemic with four consecutive years of 100% engagement scores.
- **Established a UX playbook** defining discipline purpose, processes, workflows, and responsibilities and standards, improving organizational alignment, velocity, and accountability.
- **Led cross-functional roadmap planning and prioritization** with Product, Engineering, and Marketing, improving transparency and collaboration.
- **Directed end-to-end product design activities**, including user research, usability testing, A/B testing, journey mapping, interaction design, front-end requirements, and sprint planning.
- **Built and scaled a global design system** with reusable components, behavioural documentation, and supporting code to ensure consistency and speed at scale. Oversaw the creation of standards guides to support CMS editor and vendor programs.
- **Managed accessibility partnership** with LevelAccess, achieving a 96% WCAG AODA A/AA compliance rating across the digital experience.
- **Improved search, filtering**, and personalization experiences, increasing average order value by \$2 and driving 65% new-user acquisition for a catering site generating \$1.6M in six months.
- **Expanded SEO and UX content strategy**, increasing SEO-driven revenue to 57% and improving NPS from 6.9 to 7.4.

JM+ (Option B Creative) | Toronto, ON

Founder & CEO | 2001 – 2011

Founded and led a full-service digital agency delivering UX, product design, and digital strategy for startups and mid-sized organizations within retail, fintech, business performance, and health and lifestyle.

- **Built a profitable agency** generating \$1.2M+ annually, defining business strategy, service models, OKRs, and operational processes.
- **Led cross-functional teams** delivering product strategy, UX research, UX/UI design, content strategy, branding, and digital marketing solutions.
- **Led the development** of comprehensive brand identities, software UI/UX, and investor presentation decks for startups preparing for funding and acquisition.
- **Collaborated with marketing teams**, operations, and external partners to deliver enterprise branding and event service design aligned to business and audience goals.
- **Supported enterprise engineering** teams with UI/UX design, producing clear specifications, flows, and assets to enable efficient and accurate implementation.
- **Managed and mentored a hybrid team** of 5 full-time staff and 15+ freelance specialists, fostering a culture of collaboration, craft excellence, and continuous improvement

Hummingbird (OpenText) | North York, ON

Lead UX/UI Designer | 1997 – 2000 **UX/UI Designer** | 1995 – 1997

TOOLS

FIGMA, Miro, Lucidchart, Adobe Creative Suite, Microsoft Office, Jira, Confluence, Parabol, UserTesting, PlaybookUX, Alida, TruRating, Google Analytics, CrazyEgg

EDUCATION & CERTIFICATIONS

Humber Polytechnic — Post-Graduate Certificate, Digital & New Media

Humber Polytechnic — Diploma, Advertising & Graphic Design

Northwestern University — Product Strategy Certificate

BrainStation — Product Management Certificate

Akendi — UXD Design Certificate

PM Training — Project Management

VOLUNTEER EXPERIENCE

Acting Chair, Program Advisory Committee, Humber Polytechnic — Bachelor of Design & User Experience Design

Committee Member, York University — UX/UI Industry Advisor

Past Ambassador, Longo's CSR — Sustainability and zero-waste initiatives

Past Digital Designer & Charity Prize Solicitor, Movember — Raised \$25K+ for mental health

Past Creative Director, Help Us Help — Multi-language anti-human-trafficking campaign (Ukraine War)

Past Bright Futures of Burkina Faso — Fundraising and mentorship for female entrepreneurs