

JOSELYNN MAAS

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Manager, Product Design

SUMMARY

- **Dynamic design leader** with over 15 years of experience in product design and user experience across mobile and web
- **Proven track record** in delivering user-centred solutions that enhance user experiences for millions, driving impactful outcomes aligned with business goals
- **Expert in leading and mentoring** diverse design teams, fostering a culture of collaboration, creativity, and excellence
- **Skilled in optimizing design processes** and tools, ensuring efficiency and scalability while maintaining brand consistency
- **Strong communicator and stakeholder advocate**, adept at translating complex design concepts into actionable strategies for cross-functional teams.
- **Data-driven decision-maker** with experience in conducting user research, testing, and iterative design processes to validate ideas and improve user flow

EXPERIENCE

PC Financial | Toronto, ON
Senior Manager, UX Design

2024 – present

Brought in to stabilize the Product Design function and elevate it from tactical UI delivery to a strategic, human-centred design practice. Introduced UX Research and UX Content Design to strengthen problem definition, improve comprehension, and align digital banking experiences with user needs. Built discipline foundations, improved cross-functional alignment, and established scalable workflows across web and mobile platforms.

- Introduced **UX Research and UX Content Design** into the team, transforming a design-only discipline into a **strategic, human-centred design practice** grounded in user insights and behaviour.
- Recruited, onboarded, and managed a **team of 10+ designers, researchers, and content specialists**, elevating capability, workflows, and delivery quality.
- Established foundational **UX infrastructure**, including research integration, content standards, and successfully launched their first design system library, improving user experience consistency, speed to market and conversion.
- Improved **cross-functional alignment with Product Management and Engineering** by clarifying requirements, strengthening state-of-readiness, and improving user stories and acceptance criteria.
- Organized and standardized **Figma files, design assets, and documentation** to reduce compliance risk and improve operational efficiency.
- Analyzed customer support logs, accessibility audits, analytics, and backlogs to identify friction points and prioritize experience improvements tied to business KPIs.
- Built foundational **team processes, workflows, and mentoring structures**, increasing consistency, maturity, and long-term scalability of the UX practice.
- Managed delivery of 2025 roadmap and exceeded KPI targets, including an **18% increase in new application completion**.

Longo's / Grocery Gateway | Vaughan, ON
Senior Manager, UX/UI Strategy & Design
Lead UX/UI Designer
Senior UX/UI Designer

2019 – 2023
2016 – 2019
2015 – 2016

Built and led a multidisciplinary digital product organization spanning Product Management, UX Research, Content Design, UI/UX Design, SEO, and Delivery. Scaled human-centred design, implemented agile product practices, established a global design system, and led major digital transformation initiatives that improved customer experience, accessibility, operational efficiency, and revenue performance.

- Led a **10+ person onshore/offshore digital product team**, covering product management, UX, UI/UX design, content, and SEO.
- Recruited and developed high-performing talent, saving **\$1M in agency fees** and achieving **zero turnover** during the pandemic with four consecutive years of 100% engagement scores.
- Established strong performance practices, including 1:1s, annual reviews, capability development, and mentorship.
- Developed a **UX playbook** defining discipline purpose, processes, workflows, and responsibilities, improving organizational alignment and reducing delivery friction.
- Led cross-functional **roadmap planning**, improving transparency, prioritization, and team morale.
- Defined and scaled an **agile design and delivery process**, enhancing collaboration from discovery through launch.
- Led UX strategy for a **\$2M digital transformation**, unifying brands, features, and platforms into a cohesive ecosystem; contributed to a **10% increase in omnichannel spend**.
- Directed end-to-end product design activities, including research, usability testing, A/B testing, journey mapping, front-end requirements, and sprint planning using human-centred design principles.
- Built and matured a global **design system** with reusable components, behavioural documentation, and supporting code.

- Implemented a design management platform to improve collaboration and governance, reducing **UX debt by 80%** and increasing **CSAT scores**.
- Developed and executed an **AODA compliance strategy**, achieving **96% accessibility** through audits, tooling, and cross-functional alignment.
- Improved search and filtering, increasing **average order value by \$2** and driving **65% new-user acquisition** for a catering site that generated **\$1.6M in 6 months**.
- Expanded SEO and UX content strategy, increasing SEO-driven revenue to **57%** and improving **NPS from 6.9 to 7.4**.
- Formed a partnership with **Humber Polytechnic**, securing access to technology, research, and grant funding to accelerate innovation.

JM+ (Option B Creative) | Toronto, ON
 Founder & CEO

2001 – 2011

Founded a full-service digital agency supporting startups and mid-sized companies with scalable solutions across branding, UX, product design, content strategy, and digital marketing. Built a profitable business model, led cross-functional teams, and delivered human-centred digital experiences that enabled client growth, market expansion, and successful product launches.

- **Business Leadership & Growth**
 Built the agency into a profitable operation generating **\$1.2M+ annually**. Developed business strategy, sales roadmaps, service models, and OKRs to drive sustainable growth and operational performance.
- **End-to-End Digital Solutions**
 Delivered integrated services including UX Research, UX/UI Design, Content Strategy, Product Design, SEO/SEM, Branding, **Digital Marketing, and Project Management**. Led successful engagements for clients such as Longview Solutions, WatchGuard, Cadillac Fairview, Merguard Group, and Prince's Charities Canada.
- **Strategic Product & MVP Consulting**
 Advised startups and mid-sized organizations on MVP development, product strategy, market positioning, and acquisition **readiness**, driving measurable business and user-experience outcomes.
- **Client Relationship Management**
 Managed a portfolio of **20+ active clients**, ensuring high satisfaction, retention, and repeat business. Delivered a diverse range of digital solutions—from pitch decks and websites to full product launches.
- **Team Leadership & Operations**
 Recruited, managed, and mentored a hybrid team of **5 full-time staff and 15+ freelance specialists**. Built a collaborative, innovative culture focused on quality delivery, efficiency, and continuous improvement.

Hummingbird (OpenText) | North York, ON
 Senior UX/UI Designer

1997 – 2000

Hummingbird (OpenText) | North York, ON
 Intermediate UI Designer

1995 – 1997

CORE SKILLS

Strategic Planning, Product Lifecycle Management, Market & UX Research, UI Design, UX Design, UX Content Strategy, SEO, Design Strategy, Stakeholder Management, Team Leadership, Design System Management, Human Centric Design, Design Thinking, Workshop facilitation, Data-Driven Decision Making, Process Optimization, Project Management, User Flows, Requirements Gathering, Requirements Documentation, Test and Learn MPV, User Testing, Roadmap Development, Financial Acumen, Stakeholder Communication.

TOOLS FIGMA, MIRO, LucidChart, Jira, Confluence, Adobe Suite, Microsoft Office, Parabol, UserTesting, TruRating, Google Analytics

EDUCATION

Humber Polytechnic – Post-Grad. Certificate | Digital & New Media
Humber Polytechnic – Diploma | Advertising & Graphic Design

George Brown – Certificate | Food and Food Media

CERTIFICATES

Northwestern University – Certificate | Product Mgmt. Strategy
Brainstation – Certificate | Product Management

UXD Design – Certificate | Akendi
PM Training – Certificate | Project Management

VOLUNTEER EXPERIENCE

Acting Chair, PAC, Humber Polytechnic – Oversaw the Advisory Board for the Bachelor of Design and User Experience Design.
Committee Member, York University – Advised on UX/UI industry best practices for continuing education.
Ambassador, Longo's CSR – Promoted sustainability initiatives, including 0-waste service and plastic reduction.
Digital Designer & Charity Prize Solicitor, Movember – Organized an online raffle raising over \$25K for mental health.
Creative Director, Help Us Help – Led a multi-language campaign against human trafficking with experts and teams.
Bright Futures of Burkina Faso – Fundraised and mentored female entrepreneurs in Africa on group buying and product diversification.