

JOSELYNN MAAS

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Senior Leader, Product Strategy and 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

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

Seasoned design leader with 15+ years of experience in product design, UX strategy, and digital transformation. I specialize in guiding teams to deliver user-centered solutions, developing scalable design systems, and fostering inclusive, accessible design practices. Proficient in design-thinking methodologies and tools. I am committed to driving user-centric innovation in fast-paced and highly collaborative environments.

Established and Managed Digital Product Discipline: Led 10+ onshore and offshore team members to achieve excellence.

- **Recruited & Built Teams** – Identified needs and recruited talent in product management, UX, UI/UX design, and SEO, saving \$1M in agency fees.
- **Developed Talent** – Implemented one-on-ones, annual reviews, and mentorship, resulting in zero turnover during the pandemic and maintaining 100% engagement scores for four years.
- **Created Key Communication Tools** – Developed a UX playbook to clarify discipline, process, and objectives, enhancing organizational alignment.
- **Led** collaborative roadmap planning sessions, increasing transparency and improving team morale.

Led UX Strategy for \$2M Digital Transformation Project:

- **Unified Brands, Features & Platforms** – Created a cohesive user experience, driving a 10% increase in omnichannel spend.

Optimized Product Design Process and Tools:

- **Defined & Iterated Agile Design Process** – Improved collaboration and clarity from inception to delivery.
- **Implemented Collaborative Tools** – Enhanced visibility and coordination for a global team, reducing errors and maintaining budget and timelines.

Established & managed the delivery of the Design System:

- **Led the design system from inception to maturity** – created a global repository of reusable components, behavioural documentation and supporting code. Implemented a design management tool, which enhanced stakeholder collaboration, resource efficiency, and team satisfaction, while reducing UX debt by 80% and increasing CSAT scores.

Developed Accessibility Compliance Strategy:

- **Achieved AODA Compliance** – Reached a 96% score through strategic planning and audit negotiation.

Managed End-to-End Product Design Process:

- **Oversaw Comprehensive Research** – Directed user and market research, user testing, and A/B testing for informed design decisions.
- **Applied Human-Centric Design** – Used human-centric principles and design thinking workshops to develop innovative user-focused solutions.
- **Oversaw UX Requirements & Planning** – Managed front-end requirements, sprint planning, and resource allocation.

Formed Strategic Alliances:

- **Partnered** with Humber Polytechnic – Accessed resources, technology, and government grants, fostering innovation and enhancing project capabilities.

Implemented Data-Driven Strategies:

- **Enhanced E-Commerce Features** – Increased basket value by \$2 through improved search and filters. Launched a catering site that drove \$1.6M in sales within 6 months, with 65% of sales from new users due to improved SEO—expanded UX content to boost SEO-driven sales to 57% and increased NPS from 6.9 to 7.4.

Founder & CEO

Founded JM+ (Option B Creative) after the dot-com crash to fill a key need: offering full-service digital expertise to small and mid-sized tech companies with limited budgets. Drawing from our experience in the struggling B2C sector, JM+ quickly became a valuable partner for startups and established businesses alike. We provided scalable solutions across various industries, including technology, lifestyle, finance, and Not-For-Profit, and extended our impact by supporting female entrepreneurs in Burkina Faso, West Africa.

Key Achievements:

- **Business Leadership and Growth** – Transformed JM+ into a thriving agency with over \$1.2 million in annual revenue. Spearheaded the development of a robust business model and guided the company through rapid growth phases. Executed strategic business plans, established sales roadmaps, and implemented OKRs to drive performance and align team efforts with key objectives.
- **Client Solutions and Impact** – Delivered various digital services, including branding, market research, UX Research, UX/UI Design, Content Strategy, Project Management, SEO/SEM, digital marketing, and PR and led impactful projects for major clients such as Longview Solutions, WatchGuard, Cadillac Fairview, Morguard Corp., and Prince's Charities Canada, significantly boosting their market presence and driving growth.
- **Strategic Consulting** – Provided expert consulting to startups and mid-sized companies, focusing on developing MVPs and positioning brands and digital experiences for successful acquisitions. Designed and implemented strategic initiatives that produced substantial, measurable results across various industries.
- **Client Relationship Management** – Cultivated and maintained strong relationships with over 20 clients, ensuring high levels of satisfaction and fostering repeat business and delivered a diverse range of services, from venture capital pitch decks to product packaging, showcasing adaptability and a deep commitment to client success.
- **Team Leadership and Development** – Recruited, managed, and mentored a dedicated team of 5 full-time professionals and 15+ freelancers and invested in their growth through targeted training and development, fostering a culture of collaboration and innovation that contributed to the agency's overall success.

itemus Inc. | Toronto, ON

2000 - 2001

Senior UX/UI Designer

Hummingbird (OpenText) | North York, ON

1997 - 2000

Senior UX/UI Designer

Hummingbird (OpenText) | North York, ON

1995 - 1997

Intermediate UI Designer

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

George Brown - Certificate | Food and Food Media

Humber Polytechnic - Diploma | Advertising & Graphic Design

CERTIFICATES

Northwestern University – Certificate | Product Mgmt. Strategy

UXD Design – Certificate | Akendi

Brainstation – Certificate | Product Management

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 o-waste service and plastic reduction.

Digital Designer & Charity Prize Solicitor, November – 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.