

Andrew Noel

I transform client visions into
simple, easy to use,
loveable products.

 andrewnoel.ca

 contact@andrewnoel.ca

 [/andrewnoelca/](https://www.linkedin.com/company/andrewnoelca/)

EDUCATION

Human Factors International
Certified Usability Analyst
2019

University of Toronto
Certificate in E-Business & Web Marketing
2012

Humber College
XHTML for Web Design and Production
2009

Durham College
Advanced Diploma, Graphic Design
2007

INDUSTRIES

Automotive	Household
Beauty	Insurance
Finance	Photography
Food & wine	Retail
Grooming	Telecommunications
Healthcare	

SKILLS

Design strategy	Accessibility
UX leadership	Front-end development
Building design systems	Workshop facilitation
User Research	Relationship building
Information architecture	Scaling design teams
Wireframing & Prototyping	Moderated & unmoderated user testing

Director of UX

Motoinsight January 2021 - March 2023

- Created a product strategy with a "North Star" UX vision, leveraging behavioural data analysis (audits, research, interviews with buyers/dealers), resulting in improved satisfaction and client relationships.
- As the lead designer, I established user-centred design standards and principles, guiding the design team in building a cohesive customer experience across both front-end and back-end interactions.
- Launched the company's first A/B testing initiative and introduced a philosophy of data-driven design to optimize the product and increase conversion rates.
- Optimized the design system for faster time to market, improved product quality, and seamless multi-client brand support. Ensured web accessibility compliance and promoted inclusivity in product designs.
- Drove organizational efficiency and cost savings by optimizing team structure and design processes while enhancing productivity.
- Mentored designers to identify strengths and growth opportunities while fostering a positive team culture through open communication, promoting successes, and creating a safe space for risk-taking. This resulted in increased employee engagement, morale, and productivity.
- Managed full recruitment and onboarding, cultivating a diverse team of designers with complementary and distinct skills and experiences.

UX Design Lead

Sun Life October 2017 - December 2020

- Facilitated stakeholder workshops using innovative techniques to gather requirements, break down barriers, and generate new ideas
- Developed high-level UX strategies and designs for future products
- Collaborated with research team on user testing, interviews, and focus groups
- Ensured designs were accessible and met WCAG standards in collaboration with developers
- Created the company's first Design System, resulting in 81% time savings for UI work and improved consistency for the team
- Revamped the UX process and tools for higher quality work and faster delivery
- Mentored and led a team of 20+ designers with clear guidance based on UX best practices
- Built a UX community for collaboration and learning among designers
- Fostered cross-functional relationships with other departments
- Delivered presentations on UX and customer-first culture within the company

Senior Interaction Designer

Telus January 2016 - October 2017

- Managed multiple mobility projects with 500K monthly visits from strategy to launch, incorporating user data for iterations
- Conducted stakeholder design sessions to gather research and kick off projects
- Developed data-driven consumer interactions to enhance conversion rates and reduce customer frustration
- Collaborated with developers on story writing and backlog generation
- Presented work weekly to leadership and mentored other designers

User experience designer

RL Solutions April 2014 - January 2016

Web Designer / Developer

St. Joseph Content January 2008 - December 2011

User Experience Designer

One Advertising January 2012 - April 2014

Junior Art Director

Dashboard January 2007 - August 2007