



Andrew Noel

UX DESIGN LEAD

I turn research and data into designs that are not just beautiful, but intuitive and accessible. I bring teams together, run workshops, spark ideas, and help align everyone around a clear strategy. As a leader, I focus on growing people, streamlining how we work, and using insights to shape roadmaps. I love solving tough problems with great people and building work we're proud of.

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

ZENHUB

Senior Design Lead

October 2023 - Current

Led a major product redesign guided by a clear North Star strategy, making the platform more intuitive and boosting engagement. Brought multiple 0-to-1 products to life from strategy to launch, including AI-powered features that added real value. Improved team workflows, increasing capacity by over 20%, and built a scalable design system to support growth. Spent time mentoring designers, helping the team work faster, collaborate better, and push the quality of our work.

MOTOINSIGHT

Director Of UX

January 2021 - March 2023

Shaped a product strategy grounded in customer jobs to be done, used research and interviews to boost satisfaction and strengthen client relationships. Established user-centered design across front-end and back-end experiences. Launched the first A/B testing program and drove data-informed design to lift conversions. Streamlined the design system for faster delivery, higher quality, and consistent multi-brand support. Improved team structure and workflows to increase efficiency and reduce costs. Mentored designers, fostered a strong team culture, and led hiring to build a diverse, high-performing team.

SUN LIFE

Design Operations Lead

October 2017 - December 2020

Ran stakeholder workshops to uncover requirements, spark ideas, and built alignment on major projects. Shaped UX strategies for future products and ensured accessibility standards in close collaboration with developers. Built the first company-wide design system, and founding member of design ops team. I reduced UI work by 81% and improved consistency. Mentored a team of 20+ designers, strengthened team culture, and shared ideas through presentations on design and customer-first thinking.

TELUS

Senior Interaction Designer

January 2016 - October 2017

Worked on high-traffic mobility projects reaching over 500,000 visits per month, leading end-to-end design efforts from strategy and workshops to launch and iteration. Ran stakeholder sessions to gather insights and set clear direction. Designed user-facing features that improved conversions and reduced friction using real user data. Collaborated with developers on story writing and backlog planning. Shared weekly updates with leadership and supported team growth through hiring and mentoring.

Education

Human Factors International
Certified Usability Analyst
2019

University Of Toronto
Certificate In E-Business
& Web Marketing
2012

Humber College
XHTML For Web Design
& Production
2009

Durham College
Advanced Diploma, Graphic
Design
2007

Skills

Accessibility

Design Strategy

Developing Design Systems

Front-End Development

Information Architecture

Leveraging AI For Design

Market Research

Moderated & Unmoderated
User Testing

Scaling Design Teams

UI Best Practices

UX Leadership

Wireframing & Prototyping

Workshop Facilitation

Industries

Automotive

Beauty

Finance

Food & Wine

Grooming

Healthcare

Household

Insurance

Photography

Retail

Telecommunications

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