

Pamela Jessica Zito

Senior Product Designer

A highly motivated Senior Product Designer with extensive experience in marketing, design, customer service and project management. Skilled in delivering innovative and accessible brand, web, and product designs for start-ups and corporations since 2016.

A collaborative and outgoing team player with a curious nature, critical thinking mindset and dedication to customer satisfaction. An inclusive professional who creates a welcoming and equitable environment where all individuals, regardless of their background, identity, or abilities, feel valued, respected, and empowered to contribute their unique perspectives and talents.

Professional Experience

JANUARY 2016 – PRESENT

PJZ Designs, Ottawa, Canada

UX, Web, Product and Brand Consultant

I work with agencies, marketing teams, and small businesses to create strategic, compelling designs, communication and creative digital solutions.

MARCH 2021 – FEB 2023

Fullscript (SaaS Health Tech Company), Ottawa

Team Lead / Senior Product Designer, UI/UX (Apr 2022 – Feb 2023)

I led and designed engaging and responsive user B2B and B2C experiences with a focus on data-driven, user-centered design and accessibility. Was responsible for developing the new website information architecture strategy, emphasizing accessibility, discoverability, usability, and performance.

- Defined the product vision and optimized the value and skill sets of our product (web) team members which consist of Product, SEO and Engineering professionals.
- Provided innovative ideas and design expertise while prioritizing the importance of strong communication and accountability among cross-functional teams to ensure product's success.
- Led and contributed to design projects across the entire product lifecycle, translating research and customer insights by crafting scalable product solutions and detailed interaction behaviours to assess market viability and support business OKRs.
- Crafted user stories, user journeys, wireframes, mock-ups, and prototypes to drive product development and presented multivariate design rationales and solutions to stakeholders.
- Assisted in organizing and conducting usability testing and user interviews while utilizing data-driven techniques (qualitative and quantitative user research, A/B & usability testing) to gain user insights, prioritizing their needs and pain points throughout the design process.
- Led workshops, sprints and product requirements reviews with team and stakeholders.
- Prioritized tasks, established workflows, design standards, and implemented user testing and design tools to foster a productive and innovative team culture.
- Managed recruitment, mentoring, coaching, and performance feedback for intermediate Product Designer, cultivating a high-performing team.

Lead Designer & Design System Governance, UI/UX (Mar 2021 – Apr 2022)

- I oversaw Fullscript.com's ecosystem, from concept to launch, developing innovative web page layout and storytelling approaches that resulted in successfully launching their new website (over 2000 web pages).

[portfolio](#) – view uses cases

[linkedin](#)

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1 (613) 261-9711

Ottawa Capital Region, Canada

PERSONAL QUALIFICATIONS

Bilingual (French & English)
Collaborative & Growth Mindset
Self-motivated & Proactive
Great Interpersonal Skills
Strong Written & Verbal Communication
Leadership Skills & Mentorship
Resourceful & Organization Skills
Data-driven (qualitative and quantitative)
Detailed-oriented & Resilient

HARD SKILLS

Web / Product Design
UX Design and Research
Product Management & Marketing
Visual / Interactive Design
UI/UX & Design System Development
WCAG & ADA Accessibility Standards
HCI (Human-computer interaction)

SOFTWARE AND APPLICATIONS

Adobe Creative Suite (photoshop, illustrator, XD)
Figma, Sketch
GA (Google Analytics)
HTML, CSS, JS, Github
Usertesting.com
Hotjar, Mixpanel, Crazy eggs
WordPress, Editor X, Shopify
Loom
Asana, Trello, Monday.com

- I defined and designed Fullscript's new atomic website Design System and Style Guides from the ground up with our engineering team and provided essential documentation for its implementation.
- I conducted comprehensive visual QA and functionality testing to ensure the quality and functionality of all website components and page responsiveness. I worked closely with front-end developers to validate designs before deployment and embraced constructive feedback.

JUNE 2020 – MARCH 2021

Xactly Design & Advertising Agency, Ottawa

Senior Brand & Web Designer

- Spearheaded the creation and development of unique and memorable concepts and brand identity guidelines that effectively captured and enhanced the clients' brand style and voice.
- Partnered with cross-functional teams to create, design, and develop engaging visual communication and intuitive interactions for our clients' websites' digital and marketing initiatives.
- Facilitated the conceptualization, wireframing, and prototyping of interactive experiences by utilizing design thinking and implementing accessibility and human-centered design principles to optimize visual communication and website usability.

MARCH 2019 – APRIL 2020

Canopy Growth (Tweed), Ottawa

Brand & Digital Designer

- Maintained Canopy Growth's brand visual design integrity across diverse marketing channels, employing innovative solutions aligned with stakeholders' objectives.
- Optimized the usability of Tweed's email interface during the COVID-19 pandemic, resulting in enhanced user engagement with over 22,000 customers.
- Demonstrated a seamless blend of design research, conceptual thinking, organizational skills, and meticulous attention to detail, effectively managing multiple projects and consistently delivering work of the utmost quality while actively contributing new ideas to the team.
- Designed Tweed Collective Website and contributed to the branding of our internal creative agency, Cannabis Innovation 2.0 campaigns, and Tweed emails.

Additional Experience

Product Design Sprint Competition Founders Network Operation (Feb 2023)

- Served as a Judge for the Product Design Sprint Competition, a major national event encompassing one of Canada's largest product design competitions.
- Assessed and evaluated the submissions of approximately 150 students from over 12 universities, who formed teams of 2-4 individuals to prototype a digital product. Played a key role in judging, reviewing and analyzing the participants' innovative ideas and designs to address a selected social issue..
- Leveraged expertise and knowledge in product design to provide insightful feedback and determine the winners of the competition based on criteria such as creativity, feasibility, and impact.

Customer Service / Hospitality / Retail / Team Management (2005 – 2015)

- Worked in France, Australia, New Zealand and Canada in various customer facing industries.

EDUCATION

Desktop and Mobile UX Design, Diploma
Algonquin College, Ottawa

Graphic Design, Diploma
Shillington College, Melbourne, Australia

Communication and Media Studies
University of Montreal

CERTIFICATIONS, TRAINING AND PERSONAL DEVELOPMENT

Interaction Design Foundation
UI/UX Ongoing education

SheCodes React (upcoming), 2023

Product-Led Certification, 2023

SheCodes Plus (HTML, CSS, JS), 2022

SheCodes Responsive Web, 2022

SheCodes Basic, 2021

WORK ABROAD

2011 – 2018

Lived, travelled, studied and worked in Australia and New Zealand

2005 – 2006

Lived and worked in France

UPCOMING PROJECT

Sept 2023

Human-Centered AI (Podcast)

Will be launching live events on LinkedIn to shed light on how to incorporate AI into UX, and share tools, resources and case studies in the community.