



[Portfolio](#)

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Ottawa Capital Region, Canada

PERSONAL QUALIFICATIONS

- Bilingual (French & English)
- Collaborative & Growth Mindset
- Problem-Solving
- Adaptable in fast-changing environments
- Strong Communication
- Customer Focused
- Leadership & Mentorship
- Resourceful & Organized
- Data-driven (qualitative and quantitative)
- Detail-oriented

CORE COMPETENCIES

- Web / App / Product Design
- UX Design and Research
- Product Management & Marketing
- Visual / Interactive Design
- UI / Design System Development

TOOLS & TECHNICAL SKILLS

- Figma, Sketch
- Jira / Confluence
- Microsoft Teams
- Usertesting.com
- Hotjar, Mixpanel
- Crazy eggs (qualitative data tool)
- WordPress, Editor X, Shopify
- GA (Google Analytics)
- Slack
- Adobe CS (Indesign, Photoshop, Illustrator, XD, After effects)
- Loom
- Asana / Monday.com / ClickUp

PAMELA JESSICA ZITO

Lead Product Designer

A highly creative and passionate Product Designer with extensive experience in digital products, marketing and team management. Skilled in delivering high-quality product, brand, and web design for both start-ups and large organizations. Brings strong expertise in crafting visually engaging experiences grounded in a deep understanding of user needs and business goals, driving impactful results in fast-moving industries.

A collaborative team player with a curious, creative mindset, strong critical thinking skills, and a commitment to user satisfaction. Dedicated to fostering an inclusive environment where individuals of all backgrounds, identities, and abilities feel valued, respected, and empowered to contribute their perspectives and strengths.

Work Experience

Osedeia Agency, Montreal Jan 2024 – Nov 2025

Lead Product Designer & Consultant

- Led UX/UI strategy and delivery across complex, multi-stakeholder client projects, including the Centris ecosystem (mobile app, consumer site, and internal tools).
- Defined end-to-end product design workflows—research synthesis, journey mapping, wireframes, prototypes, visual design, design QA—ensuring consistent quality across platforms.
- Acted as primary design partner for clients, aligning business goals with user needs, facilitating workshops, and supporting product owners and developers throughout delivery.
- Elevated design maturity by introducing improved processes (design QA pipeline, shared component library, documentation standards) adopted across client teams.
- Owned key design system initiatives, including token structure, component patterns, interaction guidelines, and multi-brand usability alignment.
- Collaborated closely with engineers, POs, BAs, QA, and leadership to ensure smooth handoff, technical feasibility, and high-quality implementation.
- Adapted quickly to evolving project needs and began integrating emerging AI tools into research, exploration, and design workflows to improve team efficiency and concept development.
- Mentored designers, supported cross-team collaboration, and contributed to internal design culture through workshops, presentations, and design rituals.

Fullscript (SaaS Health Tech Company), Ottawa March 2021– Feb 2023

Team Lead & Senior UX/UI Designer (April 2022 – Feb 2023)

- Built strong cross-functional collaboration with Marketing, Engineering, Content, Product, and Design to deliver cohesive product strategy, brand alignment, and user experiences across web, mobile, and iOS.
- Created journey maps, wireframes, prototypes, and design assets to support rapid product development without compromising quality.
- Led a user-centered, data-driven design process—transforming research insights into scalable solutions and validating ideas through detailed interaction behaviors.
- Facilitated workshops with Product Marketing, UX Research, SEO, Engineering, Data and Marketing teams to enhance accessibility, usability, performance, and conversion.
- Used qualitative and quantitative research and A/B testing to solve complex problems and inform strategic design decisions.
- Developed and implemented team workflows, design standards, and processes that improved collaboration, efficiency, and overall team health.
- Managed recruitment, mentorship, coaching, and performance feedback for Product Designers, fostering talent and building a high-performing design culture.

EDUCATION

Interaction Design Foundation

UI/UX ongoing education

Mobile and Web UX Design, Diploma

Algonquin College, Ottawa

Graphic Design, Diploma

Shillington College, Melbourne, Australia

University of Montreal

Communication and media studies

CERTIFICATIONS, TRAINING & PERSONAL DEVELOPMENT

Ongoing training in AI for UX research, design workflows, and product development

Product-led Certification, 2023

SheCodes Responsive Web, 2022

SheCodes Plus (HTML, CSS, Javascript), 2021

SheCodes Basic, 2021

WORK ABROAD

2011 – 2018

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

2005

Lived and worked in France.

Lead Web Designer, Design System Governance, UI/UX (March 2021 – April 2022)

- Owned Fullscript.com’s website ecosystem and led new approaches to storytelling and communication; managed the full design process from concept to launch, delivering 50+ pages and supporting a successful site rollout.
 - Collaborated with UX Research to produce low- and high-fidelity wireframes and prototypes aligned with user-centric best practices.
- Design System Governance
- Defined and built Fullscript’s atomic website Design System from the ground up, including foundational documentation and detailed UI specs for engineering.
 - Performed extensive visual QA and responsiveness testing, partnering with engineers to validate quality before release.
 - Worked closely with product and engineering teams to ensure consistent, high-quality user experiences across products and platforms.

Xactly Design & Advertising Agency, Ottawa June 2020 – March 2021

Senior Brand & Web Designer

- Developed brand identities and concepts that strengthened clients’ visual presence and messaging.
- Designed intuitive web, digital, and marketing experiences in collaboration with cross-functional teams.
- Created wireframes, prototypes, and interactive designs using accessibility and human-centered principles.

Canopy Growth, Ottawa March 2019 – April 2020

Brand & Digital Designer

- Maintained consistent brand visual integrity across marketing channels and campaigns.
- Designed creative assets for national campaigns, social media, print, and retail experiences.
- Managed multiple design projects with strong conceptual thinking and attention to detail.
- Improved Tweed’s email interface during COVID-19, boosting engagement for 22,000+ customers.
- Supported branding initiatives for internal creative agency and Tweed Collective website.

PJZ Zito Designs & Consulting Jan 2016 – Present

UX, Web, Product and Brand Consultant

- Partner with agencies, studios, marketing teams, and small businesses to deliver strategic, effective UX, product, and brand design solutions focused on measurable business impact.

Additional Experience 2023-2024

Human-Centered AI | UX Podcast Producer & Co-Host

- Launched and produced a UX/AI podcast exploring how AI enhances user research and design practices. Hosted episodes, developed the brand, planned content, coordinated guests, and conducted user research to support the show.

Product Design Sprint Competition Founders Network Operation

- Served as a Judge for one of Canada’s largest product design competitions. Evaluated student submissions across 12+ universities, assessing prototypes, innovation, and design quality.

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