

UX/UI-PRODUCT DESIGNER

WADE CARROLL

C U R R I C U L U M V I T A E



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Summary

Currently, a strategic and hands-on UX/UI Product Designer with 10+ years of experience in Product Design space designing and delivering user-centric digital products across web, mobile, and enterprise software; with 20 years full design experience in digital and print media. Proven track record of building product design teams, leading end-to-end design lifecycles, and partnering cross-functionally to drive measurable impact. Skilled in user research, journey mapping, wireframing, high-fidelity prototyping, and design systems. My full career progression narrative for the last 15 years is below.

Core Competencies

UX Strategy • Product Design • UI Design • Design Systems • User Research • Interaction Design • Prototyping • Usability Testing • Data-Driven Design • Cross-Functional Collaboration • Agile/Release Cycles



THOUGHTEXCHANGE

10.2016-02.2026

SaaS Survey Software Company
(Remote) VANCOUVER/ROSSLAND, BC CANADA

UX/UI Product Designer

- Established and scaled a product design function within a previously non-existent team, partnering cross-functionally with Product and Engineering.
- Owned the end-to-end UX process across multiple release cycles within an agile environment, including discovery, ideation, prototyping, testing, and delivery.
- Worked closely with PMs to create user flows, journey maps, low-fidelity wireframes, and high-fidelity interactive prototypes aligned with product strategy and technical constraints.
- Led usability testing (internal and customer-facing), synthesized qualitative insights, and translated findings into iterative design improvements.
- Delivered developer-ready specifications, design systems components, and detailed handoff documentation to ensure implementation accuracy.
- Worked with AI integration into the platform (early stages last 2 years).
- Supported engineering during build phases, validating UI quality, usability, accessibility and feature functionality through QA testing.

Focus: Strategic leadership, design systems, cross-functional ownership, product impact.

BAZINGA! TECHNOLOGIES

09.2015-09.2016

PropTech Software SAAS Startup
(Hybrid) VANCOUVER, BC CANADA

Lead Digital Marketing Designer

- Led brand, digital, and print design strategy for a startup disrupting the condo and strata property management market, shaping visual identity and go-to-market assets.
- Partnered with Product Marketing to execute data-driven campaigns, leveraging analytics and A/B testing to optimize email flows, landing pages, and digital advertising.
- Designed and iterated web experiences, blog UX, app download funnels, and customer-facing materials to improve acquisition and onboarding such as e-books and user guides integrated for in-app downloads.
- Collaborated cross-functionally with Product to refine in-app UI touchpoints, ensuring brand consistency and cohesive end-to-end user experience.

Focus: Leadership of design initiatives; product-adjacent UX work; cross-functional collaboration and in-app marketing material.



WONDERSHARE TECHNOLOGY

09.2013-09.2015

Global Software Company
(Hybrid) VANCOUVER, BC CANADA / SHENZHEN, CHINA

Sr. Designer & Marketing Creative

- Led UI/UX web design and product interface design initiatives across a portfolio of 25+ software products and applications, driving cohesive user experience and visual consistency at scale.
- Directed rebranding efforts and UX-driven redesigns of product and product landing pages, leveraging data insights to improve engagement and conversion.
- Partnered cross-functionally with Product, Engineering, and Marketing to align design strategy with business objectives and release timelines.
- Managed design operations across Vancouver and China teams, overseeing workflow, timelines, and stakeholder presentations to ensure high-quality, on-time delivery.

Focus: Cross-functional collaboration; data-driven UX; portfolio-level design impact.

CHESTER + COMPANY

05.2010-05.2013

Advertising Agency
HALIFAX, NS, CANADA

Jr. (2010-2012) - Lead Interactive Designer (2012-2013)

- Contributed to the launch of the agency's Interactive Department, supporting the expansion into digital and web-based client work.
- Collaborated with Creative and Art Directors to design and execute interactive campaigns from concept through production.
- Produced digital assets including websites, banner ads, motion graphics, HTML email campaigns, and responsive web experiences.
- Assisted with UI/UX design and website maintenance, ensuring visual consistency and technical accuracy across projects.

Focus: Learning and supporting digital design; hands-on production; exposure to UX/UI and web workflows.

HATCH ANIMATION

04.2008-03.2010

Post Animation Agency
HALIFAX, NS, CANADA

Jr. Interactive & Graphic Designer - First Post-Graduation Role

- Designed graphics and Flash motion assets for online games, interactive experiences, and web/video content.
- Led multiple projects from concept to execution across creative agencies, coordinating technical and creative teams.
- Developed and maintained web designs while creating engaging interactive game interfaces and layouts.
- Expanded responsibilities to support video production, interface design, and Flash-based motion graphics.



EDUCATION & SKILLS

NIELSON NORMAN GROUP

UX Fundamentals/Certification

Currently ongoing personal development UX workshops.

NOVA SCOTIA COLLEGE OF ART & DESIGN

2002-06

Bachelor of Design

Major in Interdisciplinary Design, Minor in Digital Media.
Specializing in all things digital, interactive, also graphic design and visual communication.

FIDM

2000-02

Independent Studies

This was a 1.5 year term taken to get foundation of design.
Graphics, apparel and textile designs were covered.

APPLICATIONS & SKILLS

Figma, Sketch, InVision, Jira, Monday, Prototyping, User research, User testing, Accessibility, Design Systems, SaaS

Adobe Creative Suite (CC)

Illustrator, Photoshop, InDesign, Dreamweaver, XD

Others

Fluent in Mac operating system and all applications; Microsoft & Google Suites

Knowledgeable languages

HTML, PHP, CSS

