

Allan De Los Angeles

Product Designer

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About

With over 15 years of design experience, I've grown from print to web and I've landed in digital product design. Although there are a lot of different methodologies across these varying disciplines, there are also a lot of parallels that can lead to success. Consistency in process, a growth mindset, and an organized file structure are just a handful of things that can set the table for something great.

I have always tried to put a human at the core of my design approach. Whether that was the demographic for a marketing piece or the end user for a digital app, designing for people is always where it starts. What usually follows is a lot of coffee, some laughs with the team, and hopefully a good story to tell in the end.

Experience

Loblaw Digital (Jan 2021 - Present)

Product Design Lead - PC Express

As a product design lead for PC Express I work alongside product leadership to deliver features to one of Canada's premiere grocery apps. Managing a team of 2 designers means that the role is a bit of a player/coach as there is never a shortage of work for our small squad. With the support of our research team the PC Express product team uncovers customer opportunities and crafts solutions alongside the engineering team, that we can experiment with and test at scale. We are also the go to squad for enterprise driven initiatives. Most recently we launched a partnership with DoorDash, promising to deliver fresh groceries to Canadians within 30 minutes.

Altrio

(Jun 2020 - Jan 2021)

Head of Design

As the head of design I was tasked with evolving Altrio's real estate investment platform to help drive adoption from our early user base. I also worked closely with the C-Suite to help define the product delivery process of the company, applying design thinking methods to our production cycles and establishing design as a critical role in the early days of feature delivery.

TemboSocial

(APR 2013 - Oct 2016)

Lead UX/UI Designer

PM Design & Marketing

(Jun 2011 - May 2012)

Senior Designer

Motoinsight

(Oct 2016 - June 2020)

Senior Manager - Design

My time with Motoinsight was devoted to leading the company's product design goals while also scaling up the design department from 1 to 6. I mentored and managed a team of designers that supported both the product and marketing sides of the business. I was also responsible for implementing all of the team's processes in the areas of marketing + product delivery, as well as ux research and validation.

Ideal.me

(May 2012 - Apr 2013)

Lead UX/UI Designer

Bradshaw Design Solutions

(Apr 2007 - Jun 2011)

Web Designer

Skills



Figma, Sketch, Invision, Illustrator, Photoshop



User Research, Miro, Keynote



Fullstory, HTML + CSS



MS Office, Principle



Copywriting, Ping Pong, Rocket League

Clients

- American Standard
- Audi USA
- Blockbuster Canada
- BMO
- Burger King Canada
- Centennial College
- Chartwells and Compass Group
- Eurofase Lighting
- Extreme Pita
- Genesis Motors Canada
- The Great Canadian Meat Co.
- Honda Power Equipment
- Holiday Inn Niagara
- Hyundai Canada
- IESO
- IFEX
- Kaia Naturals
- Loblaw
- Mazda Motors Canada
- Microsoft Canada
- Mitsubishi Motors Canada
- RBC (Royal Bank of Canada)
- Sea World/ Busch Gardens
- Sears Portrait Studio
- Second Cup
- Shoeless Joe's
- TD Bank
- Whirlpool Jet Boat Tours Niagara

Education

Ryerson University (2007)

Web Technologies

Completed a course in web design and technologies, learning Adobes web design suite: Flash, HTML, CSS.

George Brown College (1999-2002)

Graphic design and advertising

Completed a 3 year diploma in corporate design, advertising, print production and web production. Received "Top 50 Students" Award for the 2002 graduating class.

Volunteer

Imprints Organization (2004-2005)

Assisted in the Annual "Race For A Wish" event to raise money for the Starlight Children's Wish Foundation.

Raptors Foundation (2004-2005)

Selling 50/50 tickets at games, to help raise money for the Raptors Foundation and hundreds of at-risk youth charities across Ontario.

References available upon request