

Laura Petre

Product Designer

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Summary

Driven Product Designer with expertise in end-to-end user-centered design, from strategic planning and conceptual prototyping to delivering polished, production-ready solutions. Passionate about crafting intuitive, meaningful experiences through empathy and a deep understanding of user needs.

Experience

Product Designer - Scotiabank

Feb 2023 - Present, Toronto, ON

- Led product design for Digital Assistance across Search, Help Centre, Contact Us, Appointment Booking and Chat on iOS, Android, and Web, enhancing usability, accessibility, and reducing call centre escalations for over 25M clients.
- Designed personalized shortcuts (e.g., Card Lock/Unlock, Statements) to streamline access to key tasks, raising search containment to 85% and deflecting calls by 18%.
- Led design enhancements for Online Appointment Booking, adding agent support, advisor selection, and booking limits, streamlining flows and driving a 30% completion increase and 24% drop in support tickets.
- Redesigned AskAI, Scotiabank's generative AI assistant, enhancing usability and response quality, driving a 65% increase in satisfaction across business units.
- Collaborated with cross-functional teams to deliver customer-centric journeys and interface designs on time.

Product Designer – illumin

Apr 2021 – Oct 2022 | Toronto, ON

- Led end-to-end design for a programmatic advertising SaaS platform, transforming complex workflows into intuitive, journey-based experiences, improving usability and reducing support tickets by 24%.
- Conducted user research and usability testing to validate and refine campaign workflows, driving a 25% increase in adoption and 28% boost in satisfaction, and delivered detailed UI specs and prototypes for seamless implementation.

Skills

Design Thinking & Research

- Design Thinking
- User-Centered Design
- Problem Definition
- User Research
- Competitive Research
- Heuristic Evaluation
- Usability Testing
- Data-Driven Insights
- Product Strategy

UX & Product Design

- Interaction Design
- UI & Visual Design (Web & App)
- Information Architecture
- User Flows
- Wireframing & Prototyping
- AI-Powered Experiences
- Design Systems
- Responsive Web Design
- Mobile-First Design
- Accessibility (AODA)

Process & Collaboration

- Agile Delivery
- Iterative Design
- Developer Handoff
- Stakeholder Communication
- Storytelling

Tools

- Figma
- Adobe Creative Suite
- Webflow
- HTML/CSS

Core Strengths

- Empathy
- Curiosity
- Strategic Thinking
- Collaboration
- Continuous Learning

Experience (cont.)

UX/UI Designer – Sid Lee

Feb 2021 – Apr 2021 | Toronto, ON

- Designed an immersive website for Old Style Pilsner, bringing “Pil Country” online, boosting brand awareness, e-store traffic by 30%, and fan engagement through playful, accessible interactions.
- Collaborated with art directors, content, and development teams to deliver seamless cross-platform experiences on time.

Creative/Digital Designer – Various Agencies (Joey Ai Inc., Montana Steele, Blackjet, Padulo Integrated, DDB Canada)

Earlier Experience (2001– Apr 2020)

- Designed responsive websites, landing pages, touchscreen interfaces, email and social media campaigns, and marketing collateral for clients across finance, real estate, retail, healthcare, government, automotive, and tech, delivering a 20–35% lift in user engagement and conversion across key initiatives within fast-paced advertising and marketing environments.
- Collaborated with cross-functional teams, art directors, and strategists to align design execution with business goals and user needs, delivering cohesive, high-impact experiences across digital and traditional media.
- Built and maintained reusable design libraries, improving design efficiency and ensuring brand and UX consistency across projects.

Education & Certifications

- **Designing AI Experiences**
Nielsen Norman Group (NN/g) – 2025
- **Artificial Intelligence Certificate**
BrainStation – 2024
- **Designing Complex Apps for Specialized Domains**
Nielsen Norman Group (NN/g) – 2022
- **User Experience Design Diploma**
BrainStation – 2020
- **Enterprise Design Thinking Practitioner Badge**
IBM – 2020
- **Web Design & Development Certificate**
George Brown College – 2017
- **Advertising & Graphic Design Diploma** – Humber College
- **BFA, Graphic Arts** – Bucharest National University of Arts

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