Scott Sobere-Yu

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Senior Product Designer | Growth, 0 to 1, Product Strategy

Senior product designer with 6+ years across **B2B SaaS, fintech, enterprise and e-commerce**, focused on design that moves adoption, revenue and retention. Took a product from 0 to 1 to 45% adoption in its first 3 months, led design work that moved 75% of partners to a new POS with a 44% increase in ARR, and cut crypto ATM transaction fees by 43%. Has led two senior designers, partners closely with product and engineering leads, and builds design system components that other teams adopt.

Experience

Loblaw Digital | Senior Product Designer, Full-Time

2025 - Present | Toronto, Ontario, Canada

- Designed a Customer 360 ecosystem across 5 lines of business (health, dental and vision, pharmacy, grocery, e-commerce), moving from static profile settings to an intent based data model.
- Defined the "respectful data" strategy that separates explicit user intent from inferred signals, balancing business OKRs with user privacy and control.
- Designed a distributed information architecture that lets users manage interests at the point of relevance, under centralized data governance.
- Used AI native tools to cut design iteration time by 2 weeks while widening creative exploration.

WongDoody | Lead Product Designer, Full-Time (Contract)

2024 - 2025 | Remote

- Led two senior product designers and set up a UX process, from research and testing to developer handoff, for enterprise and SMB clients.
- Applied service design to a key staff facing enterprise application, mapping user journeys, task flows and content hierarchy to replace a legacy workflow. Result: 90% user satisfaction.
- Built a reusable card component that a second team adopted, cutting their build time from 2 to 3 months to 1 month.
- Ran design workshops with users, stakeholders and multidisciplinary teams to align on solutions.
- Built WCAG 2.1 accessibility into enterprise redesigns, with screen reader friendly, keyboard navigable components.

Promenade Group | Senior Product Designer, Full-Time

2022 - 2023 | Remote (Los Angeles, CA)

- Led design for Reputation Management, the first major feature of a new Partner Portal built from 0 to 1: 804 active users responding to 493K customer reviews, 45% adoption in the first 3 months, 20% stickiness.
- Led design team efforts that moved 75% of partners to a new dashboard and POS system, with a 44% increase in ARR.
- Moved Quick Charge, a feature that generates about 8% of annual revenue for the partners who use it, into the new POS order flow, reaching 90% task completion in user testing.
- Drove product decisions and engagement through user research, interviews and prototyping, using Dovetail, Fullstory, Google Analytics and Userpilot.
- Cut design and build time by about a week on average by teaching engineers to read specs directly in Figma.

Bitcoin Well/Ghostlab | UX/UI Designer, Full-Time

2021 - 2022 | Edmonton, Alberta, Canada

- Designed e-transfer based purchasing across the operator admin panel (B2B) and ATM (B2C), reducing abandoned transactions by 10% and increasing revenue by 4%.
- Designed batching, which cut transaction fees by 43% for crypto ATM operators against a 20% goal, and gave customers a choice of standard or priority speed.
- Led UX/UI on 15 project launches, including Well Wallet (native mobile app) and features across ATMs and web applications.
- Designed ATM screens for visual clarity, low digital literacy, impairments and touch targets, guided by Google Analytics, Splunk and Hotjar.

CapSource | UX/UI Designer, Contract

2020 - 2021, Remote (Denver, CO)

- Designed responsive web flows for students and educators on an experiential learning platform, from applying user research and wireframes to high fidelity designs.

E-commerce Business Owner | Online retail

2012 - 2019, Toronto, Ontario, Canada

- Ran an online retail business selling branded and non branded goods on Amazon, eBay and Shopify.

Skills / Tools

Growth Design
0 to 1 Product Design
Product Strategy
Service Design
A/B Testing
Data Analytics
Information Architecture
User Research
Interaction Design
Accessibility (WCAG 2.1)
Figma / FigJam / Dovetail
Fullstory / Hotjar / Google Analytics
Userpilot / Splunk
Jira / Confluence
Notion

Education

BrainStation | Diploma, UX Design

Toronto, Ontario, Canada

Sheridan College | General Arts and Science

Oakville, Ontario, Canada