

# MEGAN DEMAREE

Senior Product Designer • UX/UI • Design Systems • Product Strategy

megdemaree@gmail.com | 519-550-6250 | www.megandemaree.ca | Ontario

## SUMMARY

Product designer with 5+ years of experience designing complex, user-centred SaaS products end-to-end. Combines UX and visual design craft with product strategy to simplify workflows and build scalable, intuitive systems. Experienced in partnering across product and engineering to deliver high-impact, data-informed solutions used by thousands of customers.

## EXPERIENCE

### Digital Experience Manager

Citation Canada | July 2025 - Present

- Own and evolve the website experience roadmap, defining and prioritizing UX/UI improvements to enhance user flow, clarity, and conversion
- Partner cross-functionally with marketing, product, and engineering to align digital experiences with business goals and product capabilities
- Use analytics and user behaviour insights to identify friction, inform iteration, and improve engagement and conversion
- Lead end-to-end delivery of web initiatives, applying AI-aware and user-centred design principles to improve discoverability and overall experience

### Product Manager

Citation Canada | October 2022 - July 2025

- Led end-to-end product design and definition of a workforce management platform spanning 5+ integrated tools, 200+ screens, and 3 user roles
- Defined ~800 product requirements and collaborated on roadmap prioritization to align user needs with business goals
- Facilitated sprint planning, backlog refinement, and cross-functional discussions to support delivery and prioritization decisions
- Presented product decisions, user flows, and research insights to stakeholders, guiding alignment on complex features and trade-offs
- Synthesized customer feedback, analytics, and VOC insights across a platform used by 6,500+ companies to identify usability gaps and inform design improvements, leveraging AI-assisted tools to accelerate UX flows and iteration

### Senior UI/UX Product Designer

Citation Canada | July 2021 - October 2022

- Led UX and UI design across multiple product initiatives, contributing to 600+ screens across complex workflows and multi-role systems
- Designed responsive experiences across web, tablet, and mobile, ensuring usability and consistency across devices
- Defined information architecture and interaction patterns to simplify user flows, reducing interaction steps by ~30% in employee profile management

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## Senior UI/UX Product Designer, cont.

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## Graphic Design and Marketing Specialist

Think Lightweight | March 2019 - July 2021

- Designed digital and print marketing assets, including websites, social media, and campaign materials.
- Used analytics and performance insights to inform design decisions and improve engagement.

## SKILLS

- Product Design
- Interaction Design
- Design Systems
- UX Strategy
- Prototyping
- User Research
- Accessibility (WCAG)
- Systems Thinking
- Collaboration & Facilitation
- AI-Assisted Workflows

## EDUCATION

### Honours Bachelor of Global Business and Digital Arts

University of Waterloo Stratford School | 2014 - 2018

### Study Abroad - Interaction Design

University of Dundee, Scotland | 2017

## CERTIFICATES

UX Design Certificate | Brainstation

## TOOLS

- Figma, Sketch
- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Jira, Confluence
- Monday.com
- AI-Assisted research & ideation tools

*References available upon request.*