

MEGAN DEMAREE

Product & UX Professional

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SUMMARY

Product and UX professional with 5+ years of experience spanning product management, UX design, and creative operations. Combines hands-on design expertise with strategic insight to deliver user-centred solutions and scalable processes. Motivated by improving experiences, optimizing products, and bringing clarity to complex problems.

EXPERIENCE

Creative Operations Specialist

Citation Canada | July 2025 - Present

- Partner with marketing, product, engineering, and leadership to operationalize creative work and improve delivery workflows.
- Support planning, prioritization, and execution of creative initiatives aligned with business goals.
- Apply product and UX principles to improve processes, clarity, and cross-functional collaboration.

Product Manager

Citation Canada | October 2022 - July 2025

- Owned several product initiatives from discovery through launch, balancing user needs, technical constraints, and business priorities.
- Collaborated closely with UX, engineering, and stakeholders to define requirements and deliver new features and net-new products.
- Led feature prioritization, release coordination, and tracked success metrics for continuous improvement.
- Acted as a bridge between customer insights and execution, ensuring user-centred outcomes.

Senior UI/UX Designer

Citation Canada | July 2021 - October 2022

- Led UX and UI design for key product areas from discovery through implementation, including wireframes, prototypes, and high-fidelity designs.
- Collaborated with product management and engineering to deliver solutions that balanced user needs, technical feasibility, and business goals.
- Designed accessible, user-centred interfaces aligned with brand guidelines, usability principles, and accessibility standards.

Graphic Design and Marketing Specialist

Think Lightweight | March 2019 - July 2021

- Designed and delivered marketing assets across digital and print channels, including websites, social media, and campaign materials.
- Supported website design and content updates, applying usability and brand principles to improve clarity and engagement.
- Used analytics and performance insights to inform marketing decisions and iterate on content.

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SKILLS

- User Experience Design
- Interface & Interaction Design
- Product Strategy
- Feature Delivery
- Accessibility-First Design (WCAG)
- Outcome Measurement
- Systems Thinking
- Cross-Functional Collaboration

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
- AI-Assisted Design & Research Tools

References available upon request.