Anabelle Dubois
Senior Product Designer

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Senior Product Designer with 8+ years of experience in design systems and platform solutions. Expert in leading end-to-end product experiences and mentoring designers. Combines UI/UX expertise with emerging full-stack development capabilities to create scalable, user-centered designs across web and mobile.

Work Experience

Product Design Educator
Mar 2024 - Present
Memorisely | *Remote*

Remote Product Design Educator teaching global students across time zones. Deliver specialized courses in UI/UX fundamentals, design systems, and storytelling for design presentations. Provide one-on-one mentoring and portfolio reviews, specializing in advanced Figma techniques.

- UX/UI Fundamentals
- Figma Expert
- Design Storytelling
- Mentoring & technical training

Lead UX/UI, Dotcom & Transactional Solutions
Jun 2024 - Sep 2024
Desjardins Group | *Montreal*

Led UX/UI strategy for Desjardins' digital banking platforms, overseeing web and mobile transactional experiences. Collaborated with cross-functional teams to optimize user flows, improve conversion rates, and ensure seamless integration of new features while maintaining design system consistency.

- Leadership position
- Digital platform focus
- Cross-functional collaboration
- Impact on user experience

Lead, UI Specialist, B2E Design System
Feb 2023 - Jul 2024
Desjardins Group | *Montreal*

Led design system strategy for business-to-employee platforms, supervising a team of designers and developers. Established component libraries, design tokens, and documentation standards. Mentored team members while ensuring consistent user experiences across enterprise applications through systematic design principles.

- Design System Strategy & Implementation
- Team Leadership & Mentorship
- Component Libraries & Documentation
- Cross-functional Collaboration
- Design Tokens & Patterns

UI Specialist, B2E Design System
Oct 2021 - Feb 2023
Desjardins Group | *Montreal*

Developed foundational components and established design tokens for B2E design system from the ground up. Created comprehensive documentation and component libraries in Figma and Storybook, ensuring scalable patterns and consistent user experiences across enterprise applications.

- Component Development

- Design Token Architecture
- Documentation & Guidelines
- Library Management
- Pattern Systems

Visual / Web / UI Designer
May 2016 - Oct 2021

Turo Canada | *Remote*

Created engaging digital content for car-sharing platform, specializing in custom digital illustrations and motion design. Developed targeted ad campaigns, promotional landing pages, and newsletters, while optimizing user engagement through A/B testing and maintaining brand consistency.

- Digital Marketing Design
- Landing Page Design
- Brand Consistency
- Digital Custom Illustrations
- Motion Design

Substitute Teacher - College Computer Graphics program
Feb 2018 - Jun 2020

English Montreal School Board | *Montreal*

Provided substitute instruction in College Computer Graphics program, teaching diverse technical courses from print production to app prototyping. Guided students through industry-standard design software, creative processes, and technical workflows while maintaining curriculum continuity.

- Technical Design Education
- Print Production
- Product, Web Design & App Prototyping
- Design Software Training

Senior Graphic Designer
Jan 2014 - May 2016

Groupe Dynamite | *Montreal*

Mentored a team of four designers while ensuring quality control for retail marketing materials. Oversaw production of flyers, posters, window displays, trend magazines, packaging, and promotional materials. Managed photo retouching and pre-press workflows maintaining brand standards.

- Design Mentorship
- Retail Marketing Design
- Print Production
- Branding

Graphic Designer
Aug 2012 - Jan 2014

Groupe Dynamite | *Montreal*

Created engaging retail marketing materials including custom illustrations, flyers, posters, window displays, and packaging. Executed photo retouching and pre-press production while maintaining brand consistency. Collaborated with marketing team to deliver seasonal promotional campaigns.

- Custom Illustration
- Photo Retouching
- Print Production
- Marketing Collateral

Graphic Designer
Oct 2011 - Aug 2012

Brad Agency | *Montreal*

Supported Art Directors in production preparation while developing logos and branding for editorial projects. Executed design solutions across various print materials, assisted with pre-press production, and contributed to brand identity development under senior guidance.

- Print Production
- Logo Design

- Brand Identity
- Editorial Design

Account Manager
TAXI Montreal | *Montreal*

Oct 2008 - Oct 2009

Managed TELUS Koodo's advertising campaigns for Quebec market, coordinating between Montreal and Toronto offices. Oversaw campaign timelines, budgets, and client communications while ensuring creative deliverables met strategic objectives and regional market requirements.

- Client Relationship Management
- Campaign Coordination
- Budget & Schedule Management
- Cross-Office & Team Collaboration

Account Executive
Cossette | *Montreal*

Jun 2007 - Sep 2008

Coordinated Bell's direct marketing and CRM campaigns for Quebec market, liaising between Montreal and Toronto teams. Managed client relationships, campaign timelines, and customer loyalty initiatives while ensuring regional requirements and response rates met objectives.

- Direct Marketing
- CRM Strategy
- Response Tracking
- Client Relations

Project Manager
BBDO Canada | *Montreal*

Feb 2005 - Feb 2007

Managed integrated advertising campaigns from brief to delivery, coordinating TV, radio, print, and web projects. Developed creative briefs, production schedules, and budget estimates while facilitating team collaboration and client presentations across multiple accounts.

- Campaign Management
- Creative & Strategic Brief Development
- Production Planning
- Team Coordination

Core Skills

Frontend Development: HTML5, CSS3/SCSS, JavaScript, Backend Development: Ruby, Ruby on Rails, Web Accessibility (WCAG), Database Management: PostgreSQL, Version Control: Git/GitHub, Figma Expert, Components, Design Systems Expert, Design Tokens Expert, Wireframing and prototyping, User Flows, Information Architecture, User Interface (UI), User Experience (UX), Design Thinking, Usability Testing, User Journeys, Competitive Analysis, User Personas, Agile, Cross-functional Teams, Stakeholder Management, Design Documentation, Design Reviews, Team Leadership, Project Management, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Advertising, Marketing, Digital Illustration, Motion Design

Education

Le Wagon

Sep 2024 - Dec 2024

Certificate Full Stack Web Development & AI

Coursera Google

Jun 2023 - Jan 2024

Certificate Google UX Design Specialization

College Salette

May 2016 - Sep 2016

College Degree Web design & interactive media

College Ahuntsic
Sep 2009 - Jun 2011

College Degree Graphic Design

HEC Montreal
Jun 2007 - Jun 2010

Post Graduate Diploma Marketing Communication

Université du Québec à Montréal (UQAM)
Sep 2000 - Jun 2004

Bachelor Communication & Medias

Cegep du Vieux Montreal
Sep 1998 - Jun 2000

College Degree Arts & Communication

Languages

French *(Native)*, **English** *(Fluent)*