

Ailsa Blair

Product design leader & user research advocate

Experience in web, mobile-web, mobile apps & voice design.

www.ailsamblair.com

✉ ailsa.m.blair@gmail.com

📞 (236) 516-1975

👤 www.linkedin.com/in/ailsamblair

Experience

Director of Product Design

Vetster Inc.

Remote
June 2022 — Present

- Focus on expanding our product offering through high-quality research and planning.
- Champion cohesion and consistency to unite a growing collection of products while building a culture of invention and innovation.
- Clearly present research, insights, and decisions to stakeholders; including C-suite executives.
- Dedicated to achieving alignment between the goals of the business and our drive to identify and solve key problems for the user.
- Contributed to building the delivery process, and have implemented it both internally and cross-functionally, ensuring effective delivery of design, engineering and product.
- Provide tooling, facilities, and services to support the team, all whilst leading long-term design strategy.
- Manage the learning and development of the team, ensuring focus on the individual's long-term career goals.

Success metrics

Improved task completion rates on flows by **12%**. Within the first six months, increased average SUS (system usability score) by **8 points** on all net new designs. Helped move our NPS score from **passive to promoter**.

Sr Product Design Lead

ZayZoon

Remote
Jan 2022 - June 2022

- Led the way in innovation and executed on our long-term vision and strategy to become a supportive financial wellness platform.
- Delivering an exceptional user experience, I also worked to balance business success metrics as I designed.
- Research, discovery, conceptualization, UX, UI design, implementation, roll out, and measurement processes and methodologies.
- Helped increase context awareness and problem-solving, while collaborating with the non-delivery teams to ensure a cohesive user journey across the entire platform.

Success metrics

Introduced **HEART framework** to the product team. Reduced time to goal (initiate payout) from **26 secs to 16 secs** via user experience and flow optimizations. Improved discovery by **22%** for first-time users.

Senior Product Designer

Clio — Legal technology

Remote
Mar 2021 .- Jan 2022

- Created helpful and meaningful products for our customers.
- Ran entire process from discovery to shipping, advocating for user needs and designing solutions that drive business and user success.
- Ran a large research project to understand next steps for my product line: Documents.
- Advocated for user needs to help shape our product road map.
- Leveraged HEART metrics to drive design and measure success.
- Mentored junior designers, supporting through several key projects where needed.
- Contributed and presented to over 4,700+ legal professionals at Clio's annual legal conference: Clio Con.

Success metrics

Improved task completion rates by **9%** across the documents product. Decreased session duration time by almost **one minute**, showing greater efficiency across flows. Daily active users (DAU) within Documents increased by **3%** during my time at Clio.

Experience (cont.)

Director of Product Design

TribalScale

Toronto, ON

Aug 2019 - Mar 2021

- Led and mentored a four-person design team while driving individual growth and resource planning.
- Built and refined design offering and contributed to strategy, ensuring quality work and high-speed development.
- Organized and facilitated a mental health drop-in once per week during COVID-19.
- Contributed to operational efficiencies across all departments, removing barriers to success for the team.
- Collaborated with peers, engineers, product managers, quality assurance, marketing, and clients to bring user-centric designs to life.

Success metrics

On average, increased the App Store ratings of clients by **1.2 points**. Improved client satisfaction by **23%** just from introducing product design to their project(s).

Senior Product Designer

Wave

Toronto, ON

Aug 2017 - Aug 2019

- Laid down the foundations for a research process that helped drive a community of users to engage in user research.
- Sought alignment on project prioritization and rallied team members — creating a cross-functional project team.
- Developed a deep understanding of user needs.
- Facilitated design reviews with fellow designers, my project team, and the project stakeholders (C-suite) to gain alignment.
- Drove end-to-end user research, analyzed user behaviour, and leveraged data and metrics to make high quality design decisions.

Success metrics

Worked with Design Director to introduce and roll out **SUS (system usability score)** metrics and measurement to the design team. Free to paid user average increased by **7%**.

Product Designer, Research Lead

TouchBistro

Toronto, ON

Feb 2017 - Aug 2017

- Achieved alignment between the goals of the business and our drive to identify and solve key problems for the user.
- Implemented ethical principles for user research, bringing an inclusive approach to how we conduct sessions as a product team.
- Introduced research & framing and design sprints for the team - these sprints became our continued process, after alignment between stakeholders.
- Conducted research and synthesized findings that informed our planned rebuild/redesign.
- Supported the rebuild/design process, assisting in establishing a design system with the new components.
- Created and documented new research processes for the delivery org.

Success metrics

Introduced **HEART framework** to the delivery team. Decreased churn by **5%** just by optimizing key flows. Time on task reduced, on average, by **24 secs**.

UX Designer

FreshBooks

Toronto, ON

Feb 2013 - Feb 2017

- Owned the automatic/recurring payments product, releasing two fairly important updates in the space of a four-month period.
- Collaborated on multiple user research projects; using quantitative data, generative and evaluative research.
- Ran discovery, worked with my PM to craft problem statements, and led idea brainstorming with the project team.
- Ideation; concept testing with users, gathering feedback to help shape final mockups, before creating high quality prototypes to inform the final build.
- Designed for web, mobile-web, and mobile applications during my time at FreshBooks.

Success metrics

Introduced **SUS (system usability score)** to the design team, improved average team score by **2.5 points**. Decreased error rate for payouts by **16%**, optimizing key flows for the user.