STEPHANIE REA UX/UI DESIGNER

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When you work with me, you're getting a well-rounded professional with a diverse background that blends UX/UI expertise with creative and strategic vision.

My recent projects include:
NSpower (Nova Scotia Power) – Green Button initiative for energy data sharing.
TD (US) Small Business – Save-and-resume platform to streamline small business banking.
Intact Insurance (US) – Modernizing legacy systems to meet current platform requirements.
Rewatt Power – Supporting organizations in generating and trading high-quality carbon offsets and credits.
Jauntin' – Digitizing and automating insurance distribution using microservices.

Beyond UX/UI, my experience spans animation and branding. I was the **Animation Manager** for Ruby Gloom at Corus Entertainment and a **Senior Broadcast Animator** at Rogers Sportsnet. I also bring over a decade of experience as a **freelance graphic and branding designer**, which gives me a sharp visual edge and a deep understanding of brand strategy and consistency.

EXPERIENCE

NOVA SCOTIA POWER
Sr. UX/UI Designer - Full-time Contract
May 2024 - Current

Green Button Initiative – Connect/Download My Data

London Hydro partnered with NSP to white-label the Green Button Initiative, enabling corporations to securely share their energy data.

- We mapped the end-to-end user journey for both "Connect My Data" and "Download My Data" experiences.
- I was responsible for aligned the interface with NSP's UI design system and conducted a UX audit of London Hydro's platform to ensure consistency with NSP's design patterns and functional requirements.
- We refined the product flow to better meet the needs of NSP users and presented the optimized experiences to both London Hydro partners and NSP's business and development teams.
- Comprehensive UAT (User Acceptance Testing) was conducted to validate the final implementation.

TD BANK
Sr. UX/UI Designer - Full-time Contract
Jan 2024 - May 2024

Small Business (US division)

Designed new and refined existing user interface screens to develop high-fidelity screen flows, showcasing end-to-end user experiences for stakeholders, developers, and product owners.

- Conducted in-depth research to inform design decisions and ensure alignment with business goals and user needs.
- Delivered iterative design revisions based on stakeholder feedback, enhancing usability and overall functionality.
- Collaborated closely with cross-functional teams to clarify requirements and align product vision with user experience strategies.

INTACT INSURANCE (via Jauntin')
UX/UI Designer - Full-time Contract
Feb 2023 - Oct 2023

Intact Insurance (US division)

Redesigned SAM (Strategic Account Management) components to align with Intact's design system, enhancing consistency and user experience across the platform

- Conducted in-depth UX audit of the EAS underwriter platform, simplifying client onboarding forms and improving usability for underwriters
- Unified two legacy yachting insurance platforms into a single, cohesive experience, reducing complexity and aligning with user needs and business goals

EXPERIENCE

JAUNTIN'
UX/UI Designer - Full-time Contract
Jul 2022 - Jan 2023

Jauntin's website update

Led the end-to-end UX strategy for a company-wide rebrand, successfully repositioning the platform from a "gig work" app to a trusted "micro-insurance" solution

- PCollaborated closely with stakeholders to identify user needs and align product enhancements with key business objectives, driving improved user satisfaction and engagement
- Designed and launched a scalable, reusable design system, streamlining workflows and ensuring visual and functional consistency across all digital products
- Produced high-fidelity wireframes and interactive prototypes to facilitate user testing, gather feedback, and effectively communicate design concepts to stakeholders

Global Indemnity (GBLI) - Special event insurance product

Digitized GBLI's micro-insurance policy platform to improve broker usability and streamline onboarding

- Designed and implemented a scalable UI framework and design system from the ground up
- Created high-fidelity prototypes and interactive wireframes to support agile development and stakeholder alignment

REWATT POWER - [START UP COMPANY]
UX/UI Designer - Full-time
May 2021 - Sep 2022

Carbon removal platform focused on financial incentives

- Collaborated cross-functionally with the founder, project manager, and developers to align user needs with business goals
- Conducted UX audits to identify usability issues and opportunities for improvement
- Researched physical form workflows to digitize and simplify a complex rule-based system
- Redesigned key interface components, delivered wireframes for new features, and built a scalable UI component library
- Ensured visual and interaction consistency across the product, maintaining a cohesive brand experience

JAUNTIN' [START UP COMPANY]
UX/UI Designer - Full-time
Jan 2020 - Mar 2021

Jauntin – White Label Web Platform
Defined business goals and translated them into visual design; structured requirements, created IA, and delivered low/high-fidelity wireframes and prototypes aligned with company strategy.

GBLI – Snow Clearing Micro-Insurance
Designed an on-demand insurance product from concept to prototype. Created IA, high-fidelity wireframes, UI library, and InVision prototypes while collaborating cross-functionally.

UnderWing Health + Wellness – Branding & UX
Led naming and logo design for brand launch; developed identity, marketing assets, and illustrated final logo. Redesigned the policy cancellation flow with UX audit, user flows, mockups, and prototypes to enhance usability.

MY DESIGN LOUNGE
Founder - Graphic Design Consultant
Jan 2004 - Jan 2020

Creative Consultant & Designer

- Spearheaded the development of modern, elegant visual designs to establish and enhance brand identity.
- Conducted in-depth research on client goals and target audiences to inform tailored design strategies.
- Designed cohesive social media layouts and content strategies to boost engagement and brand consistency.
- Collaborated cross-functionally with web, production, and retail teams to ensure aligned messaging across all channels.

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EXPERIENCE

NELVANA CORUS ENTERTAINMENT
Animation Manager - Full-time
May 2006 - May 2007

Animated Series: Ruby Gloom

- Served as the primary liaison between Toronto and Vancouver production offices, facilitating seamless communication and coordination.
- Provided essential support to the Animation and Technical Directors, ensuring efficient workflow and creative alignment.
- Maintained storyline continuity through detailed storyboard reviews and read-throughs.
- Delegated animation tasks across geographically dispersed teams, optimizing productivity and resource allocation.

INTERMISSION STUDIO IRELAND
Lead Animator - Full-time
May 2003 - Nov 2004

Creative Consultant & Designer

- Team Lead / Motion Designer
- Led creative teams in developing and executing storyboard layouts for broadcast projects
- Animated engaging openings, promos, bumpers, and IDs for television and digital platforms
- Ensured a consistent and cohesive brand aesthetic across all visual assets

SPORTSNET
2D - 3D Animator
Mar 2000 - Apr 2004

Broadcast Sports Graphics Production

- Collaborated closely with broadcasters and producers to develop engaging on-air visuals
- Directed on-location and studio photo shoots to capture compelling promotional content
- Edited high-energy sports footage for show openers and highlight packages
- Aligned brand design elements with broadcast materials, including openings, promos, bumpers, and IDs
- Ensured visual consistency across all assets to reinforce brand identity and viewer engagement

EDUCATION

BrainStation
Premium digital skills training

UX/UI Design - Full time
Completed 12 week full time (600+hrs) immerse UX/UI program to master skills, strategies, and technologies utilized in design & research.

Seneca College
School of Communication Arts & Design

Bachelor of Design
Studied principles of graphic design. Focusing on the design process, typography, image-making, and critical thinking.

TOOLS

UX/UI

- Figma
- Sketch
- Pen & Paper
- InVision
- Zeplin

Adobe CC Suite

- Photoshop
- Illustrator
- AfterFx
- InDesign

UX/UI SKILLS & ASSETS

Soft Skills

Team player
Good communication
Positive attitude
Decisive
Flexible/Adaptable

Hard Skills

Usability Testing
User Research/Interviews
Site Audits
Wire-framing
Prototyping
Information Architecture
Project Management