

## STEPHANIE REA UX/UI DESIGNER

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### WORK SUMMARY

- NSP (Nova Scotia Power) - B2B - Worked with London hydro and NSP to implement the Green Button platform for corporate clients to be able to access their energy data for saving solutions.
- TD (US) Small Business - B2B - Save & resume. Streamline small business banking and securely save their progress to return without losing any entered information.
- Intact Insurance (US) - B2B and B2C. I modernized legacy systems to meet current platform requirements.
- Rewatt Power - B2B - Created a platform for generating, tracking and trading high-quality carbon offsets and credits by digital format to convert to environmental data and streamline compliance processes.
- Jauntin' - B2B - Insurtech platform that enables businesses to offer on-demand, white label microinsurance solutions

### EXPERIENCE

#### NOVA SCOTIA POWER - Green Button Initiative. SaaS Connect / Download My Data Service

Sr. UX/UI Designer - Full-time Contract

May 2024 - Present

**Tools:** Figma, Fig Jam, Confluence, Illustrator, Photoshop

- **Design System Alignment**  
I integrated NSP's design system standards and conducted a UX audit of London Hydro's interface to improve the functional consistency across the white-label implementation.
- **User Journey Optimization**  
I mapped the complete end-to-end experience for the Green Button Platform, identifying opportunities to modify user interactions.
- **Flow Refinement**  
I refined product flows to support NSP-specific user needs, it helped to enhance usability for both corporate clients and internal stakeholders.
- **Validation & Quality Assurance**  
I was part of the team User Acceptance Testing (UAT) to verify successful implementation and ensure that the final product met user and business goals and compliance WCAG guidelines

#### TD BANK Small Business (US division) – Save and Resume

Sr. UX/UI Designer - Full-time Contract

Jan 2024 - May 2024

**Tools:** Figma, Fig Jam

- **Enhanced User Interface Flow**  
I worked on high-fidelity screens to communicate end-to-end user experiences, improving clarity for developers, stakeholders, and product teams.
- **Insight-Driven Design Decisions**  
I was provided user and business research to guide the design choices, to ensure iterations were met user needs and strategic goals.
- **Continuous Usability Enhancements**  
Implemented iterative design updates to share with stakeholders to gain feedback, that helped improve the platform's functionality and use.
- **Improved Cross-Team Alignment**  
I collaborated between design team, product management, and development teams to align UX vision with technical and business requirements.

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### INTACT INSURANCE (US division)

Sr. UX/UI Designer - Full-time Contract

Feb 2023 - Oct 2023

**Tools:** Figma, Fig Jam, Confluence, Illustrator, Photoshop

- **Design System Integration**

Aligning SAM (Strategic Account Management) interface with Intact design system, to improve visual consistency and usability across the platform.

- **UX Audit & Usability Enhancements**

I performed an in-depth UX audit of the EAS underwriter platform, to translate the onboarding process into a simplified and intuitive experience for underwriters.

- **Platform Consolidation**

I was tasked to merge two outdated yachting insurance platforms into a single, streamlined system. It resulted in reducing user confusion, technical redundancy, and enhancing business alignment.

### JAUNTIN' Insure Tech

UX/UI Designer - Full-time Contract

Jul 2022 - Jan 2023

**Tools:** Sketch, InVision, Zeplin, Jira, Confluence, Illustrator, Photoshop

- **Strategic Platform Repositioning**

I helped Jauntin' transition the "gig work" focus company to a credible micro-insurance platform, enhancing product-market fit and user trust.

- **User-Business Alignment**

Collaborated closely with stakeholders to synchronize business objectives with user needs, directly contributing to increased satisfaction and engagement.

- **Design System Implementation**

I deployed a reusable design system, improving team efficiency, reducing design inconsistencies, and accelerating development.

- **Prototype Validation**

Delivered high-fidelity wireframes and prototypes to support user testing and feedback cycles, ensuring designs were validated before implementation.

### REWATT POWER Carbon removal platform focused on financial incentives

UX/UI Designer - Full-time Contract

May 2021 - Sep 2022

**Tools:** Sketch, InVision, Zeplin, Jira, Confluence, Illustrator, Photoshop

- **Workflow Digitization**

I took the rule-based physical form and translated them into simplified digital workflows, significantly reducing user friction.

- **Usability Enhancements via UX Audits**

By conducting thorough UX audits I uncovered and address key usability issues, improving overall product intuitiveness.

- **Component Redesign & Feature Expansion**

Redesigned core interface elements and produced wireframes for new features, enhancing functionality and user engagement.

- **Scalable UI System Development**

Built a scalable UI component library to support consistent and efficient design practices across the product lifecycle.

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### NOVA SCOTIA POWER - Customer engagement tool

UI Designer - Part-time Contract

May 2021 - Jun 2021

**Tools:** Sketch, InVision, Zeplin

- **Improved Energy Category Accessibility**

Designed hi-resolution interactive components that made complex energy categories intuitive and engaging for both adults and children.

- **Enhanced Visual Education Tools**

I took NSP's low fidelity layout to Develop a detailed home illustration prototypes (e.g., E-Car, E-Bike, Smart Meter, Home Battery), creating a more relatable and educational interface for users exploring energy efficiency topics.

### JAUNTIN' Insure Tech - Start up branding and web design

UX/UI Designer - Full-time Contract

Jan 2020 - Mar 2021

**Tools:** Sketch, InVision, Zeplin, Jira, Confluence, Illustrator, Photoshop

- **Jauntin' - White Label Web Platform**

I translated business goals into structured UX deliverables that defined IA and producing both low- and high-fidelity wireframes and prototypes aligned with strategic objectives.

- **GBLI - Snow Clearing Micro-Insurance Mobile App**

Designed an on-demand insurance product from concept to prototype. I created the IA, high-fidelity wireframes, UI library, and prototypes while collaborating cross-functionally.

- **UnderWing Health + Wellness - Branding & UX**

I 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, mock-ups, and prototypes enhancing usability.

## PAST EXPERIENCE

Graphic Designer / Animator

Jan 2004 - Jan 2020

With over a decade of experience in animation, graphics and branding design, I bring a sharp visual edge and deep understanding of brand strategy and consistency.

I've led creative projects across diverse sectors from animation management at Corus Entertainment and broadcast graphics at Rogers Sportsnet, to founding a design consultancy where I developed elegant, modern visual identities, social media layouts, and marketing assets.

My approach combines strong research into client goals and audiences with hands-on collaboration across web, production, and retail teams, ensuring cohesive and impactful brand messaging across all platforms.

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### **EDUCATION**

#### **BRAINSTATION**

UX/UI Design - Completed 12 week full time 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 Graphic design. Focusing on the design process, typography, image-making, and critical thinking

### **TOOLS**

#### **UX/UI**

Figma, Fig Jam, Sketch, XD, Pen & Paper, InVision, Jira, Confluence

#### **ADOBE CC SUITE**

Photoshop, Illustrator, InDesign, AfterFx

### **UX/UI SKILLS & ASSETS**

#### **SOFT SKILLS**

Self-starter, Team player, Good communication, Positive attitude, Decisive, Flexible and Adaptable

#### **HARD SKILLS**

Usability Testing, WCAG compliance testing, User Research & Interviews, Site Audits, Wire-framing, Prototyping, Information Architecture and Project management.