

LeeJay Dunphy

Senior Product Designer

dunphy.leejay@gmail.com

Toronto, ON

My goal is to bring a blend of creativity and strategic insight to your team. I'm passionate about crafting engaging, user-focused designs that not only solve complex problems but also drive your business forward.

Education

Edmonton Digital Arts College

Digital Media Producer

Alberta College of Art & Design

Film Animation program

Software

↳ Figma

↳ Sketch

↳ Photoshop

↳ Illustrator

↳ After Effects

↳ Chat GPT

↳ Midjourney

↳ HTML / CSS

Experience

Square

2021 - 2024

Sr. Product Designer

Collaborated with developers, product managers, and marketers for strategic product development and launches.

Employed a data-driven approach for design decisions; conducted A/B testing and analyzed user feedback for continuous improvement.

Key contributor to platform internationalization, increasing the global user base by 40%.

Critical Mass

2014 - 2017

Product Designer

Collaborated effectively with multidisciplinary teams, including UX designers, developers, and project managers, to deliver cohesive and innovative digital experiences.

Actively participated in client meetings and presentations, articulating design concepts clearly and effectively to secure buy-in and guide project direction.

Huge

2017 - 2021

Sr. Visual Designer

Led visual design strategy for major projects, aligning with client and brand goals.

Created compelling visual assets (websites, digital campaigns, interactive experiences) to enhance brand stories.

Excelled in client collaboration and presentations, ensuring clear communication of design strategies and securing stakeholder approval.

Managed and mentored junior designers, fostering a creative and improvement-focused team culture.

Led internal workshops on design trends and technologies, boosting team skills and agency innovation.