
LeeJay Dunphy

Toronto-based Senior Product & UI Designer
pairing craft with AI-assisted design-to-code.

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Skills

UI/UX Design

Design Systems

Interaction Design

Accessibility (WCAG)

Wireframing

Rapid Prototyping

User Research

Usability Testing

A/B Testing

User Journey Mapping

Tools

Figma + FigJam

Claude + Claude Code

Conductor

Dovetail

Jira

Notion

Slack

Education

BrainStation

UX Design Certificate

2025

Edmonton Digital Arts College

Digital Media Producer Diploma

2007 - 2009

Experience

Sr. Product Designer @ Wealthsimple

June 2024 - May 2026

- Lead designer for Payments, owning e-transfers, wire transfers, international transfers, and bill payments across web and mobile.
- Unified four disjointed payment flows into one contact-first system
- Launched a new international transfer rail on the Wise API, web and mobile
- Owned a data-driven roadmap to cut the highest-volume Payments support drivers, prioritizing the biggest friction areas.
- Earlier: Lead designer on Tax (1.7M+ users), migrated the acquired SimpleTax product onto the design system and shipped a 0-to-1 "Do It For Me" beta

Product Designer @ Square (Block)

April 2023 - January 2024

- Redesigned the user onboarding flow, lifting conversion by ~15%
- Drove design decisions through A/B testing and user research across cross-functional product launches.

Brand Designer @ Square (Block)

July 2021 - April 2023

- Designed go-to-market and sales collateral and built a reusable template system, keeping every asset visually consistent and on-brand across the team.

Sr. Visual Designer @ Huge Inc.

June 2016 - July 2021

- Led visual design and brand expression across multiple client brands, keeping each visually distinct, coherent, and production-ready. (Westjet, Vonage, Telus, Nike, RBC, Longo's, and more)
- Built and maintained component libraries and visual systems to hold consistency across complex, multi-surface products.
- Designed interactive experiences, partnering with developers to ship polished micro-interactions.