Duff Isberg

Digital Designer

Designer with over 5 years of professional experience. I have actively contributed to and led various initiatives during my time as a freelance designer and owner of a design & development business. My background in software engineering provides a strong technical foundation, seamlessly integrating with effective communication and collaborative teamwork. My dedication lies in crafting designs that resonate with users and drive substantial business growth.

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EXPERIENCE

September 2021 - Present
Avroware
Toronto, ON

Digital Designer & Developer

- Designed, built & maintained websites and web applications for 25+ recurring clients using Figma, Wireframes, Prototypes, Research & User Testing.
- Businesses included a $150M AUM Asset Management Firm, Medical Technology Startups, Recruitment Firms, Professors, Athletes, and Medical Clinics.
- Founded and operated the company myself with responsibilities that included Digital Design, Development, Client Management & more.
- Conducted User Research, Competitor Analysis, Persona Development, User Testing and monitored results using Google Analytics

November 2019 - September 2021
Freelance
Toronto, ON

Web Designer & Developer

- Designed & built 15+ websites & web applications across various industries.
- Achieved consistent top scores (100) in SEO, Performance, and WCAG Accessibility standards for developed websites and applications.
- Developed and maintained 3 e-commerce stores, integrating payment processors, analytics, etc.
- Projects led to organic traffic increases of 50% or more.
- Collaborated with cross-functional teams, including Graphic Designers, Developers, Marketing Specialists, to successfully launch each project.

PROJECTS & WORK EXAMPLES

November 2020 - Present
STEL+MAR
Toronto, ON

Digital Design Lead

- Digital design lead for STEL+MAR, crafting a website with 70,000+ visitors using core UX principles.
- Integrated interactive store locator (HTML, CSS, Javascript) with strategic CTAs to drive foot traffic.
- Led two design overhauls aligning with brand updates, enhancing color, font, buttons, menus, UX, and UI.
- Followed an iterative design process with stakeholders, ensuring alignment with vision and objectives.
- Created wireframes and prototypes, A/B tested iterations, prioritizing user-centric design and efficient information architecture.

March 2021 - August 2023
Axia Real Assets
Toronto, ON

Web UX/UI Designer

- Web design lead for Axia Real Assets, a $150M AUM real estate asset management firm.
- Designed a website which hosted 50,000+ visitors, implementing effective UX strategies.
- Achieved nearly 2,000 visitors on launch day and optimized the homepage for increased scroll-down traffic.
- Implemented SEO best practices, drawing thousands of visitors from search engines.
- Launched a Net Lease fund with a dedicated subsection, utilizing UX best practices to gather 3,500+ visitors' emails.
- Collaborated iteratively with stakeholders and clients, ensuring alignment with project objectives and seamless user interactions.

November 2023
SCP Resource Finance
Toronto, ON

Designer

- Designed a new 7-page website for SCP Resource Management, a prominent Canadian independent broker dealer in the global mining sector.
- Utilized Figma to create Wireframes, LoFi, and a final HiFi design, transforming it into a functional prototype.
- Collaborated with stakeholders and managers to align on design direction, ensuring it met their vision and goals.
- Expanded on the existing design system established by the company, enhancing and optimizing user experience.
- Infused UX principles throughout the design process, prioritizing user-centricity and seamless interactions.

October 2022 - Present
Active Medicine Toronto
Toronto, ON

Web UX/UI Designer

- Launched a sports medicine clinic website in Toronto, generating 15,000 views and a subscriber list of 250 within a year.
- Attracted 2,500 visitors from Google through effective SEO practices.
- Strategically directed traffic to Team and Referrals pages, resulting in 2,300 visitors and 1,500 appointment requests via intuitive UX design.
- Developed a design guide and implemented wireframes for an enhanced user experience.
- Engaged in an iterative design process, gathering actionable feedback from stakeholders, clients, and users to meet needs and preferences.

December 2022
Google x BrainStation Hackathon
Toronto, ON

UX Designer

- Led the winning solution among 12 teams, presenting to Google designers and engineers.
- Designed a system for Google in just 24 hours, enabling accessibility settings to be saved across all Google products.
- Leveraged Figma, Freeform, and a range of techniques including User Research, Persona Development, User Testing, Prototyping, Wireframing, and Adobe Illustrator.
- Applied a user-centric approach, ensuring the new accessibility system addressed real user needs and challenges.
- Demonstrated the ability to ideate and execute swiftly, utilizing an array of technologies and methodologies to achieve impactful results.

EDUCATION

April 2023
BrainStation
Toronto, ON

Certificate, Product Management

September - December 2022
BrainStation
Toronto, ON

Diploma, UX Design

August 2020
Lighthouse Labs
Toronto, ON

Certificate, Data Science

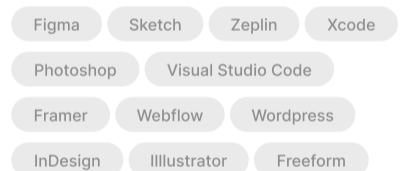### September 2013 - June 2018
University of Western Ontario
London, ON

Software Engineering

SKILLS

Web Development · Mobile App Design · Prototyping · UI/UX · Product Design · Design Systems · User Testing · CSS · User Research · HTML · Javascript · Wireframing · Presentation Design · Information Architecture · Accessibility · React · User Persona Development · Interaction Design · Responsive Design · A/B Testing · UX Writing

SOFTWARE

Figma · Sketch · Zeplin · Xcode · Photoshop · Visual Studio Code · Framer · Webflow · Wordpress · InDesign · Illustrator · Freeform

More projects and case studies available at duffisberg.design