Michael Stone

Product Designer

Experience

Cluep / Product Designer • Feb 2021 - Present • Toronto

As the sole designer at Cluep I have created a design system which has been used to prototype three internal dashboards. Created through extensive user research, these products help the sales and account management teams tell better stories to retain and attract clients to our advertising platform.

Led the design - user flow, prototyping, and testing - for a new internal pricing configurator which has eliminated errors when creating advertising rate cards for clients.

Have also worked extensively with the marketing team to create a new branding aesthetic and marketing materials.

Portl Media / Product Designer • Sep 2019 - Feb 2021 • Toronto

At Portl I led the branding, UI, and UX for our driver app, in-car interface, and company website using Design Thinking principles, which resulted in a significant increase in our overall user base.

Worked with our talented team of engineers to create an entirely new landing page, user sign-up, and onboarding process.

Designed multiple in-car advertising concepts which led to securing advertising deals with Coca-Cola, WestJet, and Foodora.

Veriday / Front-End Web Developer/Client Lead • Dec 2014 - Jan 2018 • Toronto

At Veriday I led a service team of six members to launch digital marketing solutions for financial advisors from several major Canadian financial groups such as Manulife, RBC, and RGMP; launching hundreds of websites, blogs, and newsletters.

Success in my first year resulted in a promotion to client lead for three additional major Canadian financial groups; handling ongoing training, troubleshooting, site migration, product assistance and communications for Veriday's Digital Agent platform.

Created training materials and onboarding guidelines for Manulife advisors; resulted in sustained 100% increase in launched websites each month.

Worked closely with our creative team to design and develop custom websites for clients using HTML, CSS, and Responsive Design.

Skills & Tools

- UI Design
- UX Design
- UX Writing
- Prototyping & Wireframing
- User Research
- Branding
- Adobe XD
- Figma
- Adobe Illustrator
- HTML
- CSS

Education

Juno College of Technology • Summer 2014
Front-End Web Development Bootcamp

University of Toronto • 2003 - 2007
Honours B.A. - Political Science