Bijoya Deb-Nath Portfolio

Product Designer · Design Engineer · Marketing & Visual Communications

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Available for full-time roles · Canadian citizen

SUMMARY OF QUALIFICATIONS

- **Product designer and design engineer** with 6+ years turning user research and business goals into responsive, working interfaces.
- **Rebuilt a broken marketplace** into 52 working pages and gave it a mobile experience it never had; now in live beta.
- **Self-started initiative:** built a WordPress prototype that secured $35,000 to build a student portal.
- **Systems at scale:** set up 33 department sites and managed their permissions for 440 faculty and staff.
- **Growth marketer:** lifted social engagement 95% and doubled event sign-ups.
- **AI-fluent:** builds front-end code and design systems with Claude, then hands off through GitHub.

EDUCATION

University of Toronto · Honours Bachelor of Science

2017 – 2022

Double Major: Psychology and Management & Business Economics · Minor: English

SKILLS

Strengths: Stakeholder management, cross-functional leadership, clear communication, mentorship

Product & UX: User research, usability testing, information architecture, wireframing, prototyping, design systems, accessibility, responsive design, feature specs

Design Engineering & AI: HTML, CSS, AI-assisted JavaScript, Claude Code, Claude, ChatGPT, GitHub, GitHub Copilot, OpenAI Codex, Replit, Base44, WordPress, CodePen

Design Tools: Figma, Adobe XD, Miro, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Lightroom, Procreate, Canva

Marketing: Social media strategy, campaign management, content strategy, brand identity, sponsorship development, KPI tracking, copywriting

Operations: Agile sprints, Microsoft 365, SharePoint administration, Excel, Teams, Notion, ServiceNow, access management, change management

Visual & Media: Data visualization, editorial design, motion graphics, illustration, commercial and event photography, video editing

CERTIFICATIONS (IN PROGRESS)

- **Google UX Design · Claude Certified Architect · Google Cloud Certification**

PRODUCT DESIGN & UX EXPERIENCE · 4 YEARS

Lead Product Designer & Design Engineer

2026 – Present · Project-based

Chitrok · E-commerce Marketplace for Artists

Artists and sellers had stopped using Chitrok because the site didn't work, so I rebuilt it from the ground up.

- Shipped 52 working front-end pages across 3 design versions, with a mobile experience it never had.
- Cut order tracking from 5 clicks to 1.
- Built a Seller Studio where sellers check stats, manage listings or report a problem in 2–3 clicks, down from 5–6.
- Organized 57 artworks under 7 clear filters and fixed accessibility gaps in contrast, alt text and navigation.
- Created an AI-ready design system in Claude from real references, refined it by hand and handed off through GitHub.
- Now in live beta, running real-time user tests to refine the product.

Founding Product Designer

2025 – Present · Part-time

BrewBase · Café Discovery Platform, Toronto

I co-founded BrewBase to help people find the right café for working, hosting and meeting up.

- Lead a 4-person team of designers and full-stack developers.
- Designed 5 core features from user interviews and usability tests.
- Own the roadmap and design handoff toward a Toronto Tech Week 2027 debut.

Staff Product Designer 2022 – 2023
University of Toronto · Dalla Lana School of Public Health
The school needed one consistent home for 33 departments, so I designed it.
- Designed navigation and a design system for 33 department sites used by 440 faculty and staff.
- Interviewed faculty and staff, then built demo sites to test layouts before rollout.
- Delivered in 3-week Agile sprints, with guides and videos so teams could maintain their own sites.

SharePoint Administrator & IT Consultant 2022 – 2023
University of Toronto · Dalla Lana School of Public Health
I kept the new platform running and secure as every department moved onto it.
- Set up a site for every department and led the SharePoint rollout for 380 faculty and 60 staff.
- Managed security clearances for hospital research partners, including SickKids and St. Michael's.
- Screened a high daily volume of access requests and kept records accurate in SharePoint Lists and Excel.
- Resolved requests through ServiceNow and partnered with administrators on 3 campuses.

UX/UI Designer 2021 – 2022
University of Toronto Scarborough · Department of Management
Students had no central place for resources, so I started one.
- Built a WordPress prototype that secured $35,000 to build the MyManagement portal, plus 2 UX roles.
- Co-led UX strategy for a hub serving 18+ clubs and ~2,000 students.
- Built the design system and responsive pages in Adobe XD and CodePen.
- Handed off widgets, layouts and navigation to developers through Figma and Miro.

GRAPHIC DESIGN & VISUAL COMMUNICATION · 2 YEARS

Product & Graphic Designer (Freelance, Selected Works) 2024 – 2026
Upwork · Clients in Canada, USA and Australia
I delivered client projects across 3 countries, taking each from first concept to final files.
- **N. Sacco & Co.** Designed a finance app showing ROI and holding periods, then built the MVP with Claude.
- **GGA Partners** Designed 24 infographics for 12 strategic reports in a consulting style.
- **Mindset4Growth** Designed and formatted 10 eBooks for Amazon and other marketplaces.
- **WeAreGoldenHour** Created 5 retro designs that became a permanent merchandise line.
- **YouTube creator** Animated frame-by-frame pixel art for lo-fi videos.

MARKETING & COMMUNICATIONS EXPERIENCE · 2 YEARS

Communications & Engagement Lead 2020-2021
University of Toronto Scarborough · Department of Management
Students had no central space beyond social media, so I built one.
- Created and managed a WordPress hub for events, jobs and deadlines, later the prototype for the MyManagement portal.
- Ran campaigns for experiential learning and on-campus hiring, built on student testimonial videos.
- Gathered feedback from leaders of 18 student clubs to shape engagement campaigns.
- Built a database of remote-learning resources and served as the student–department liaison.

Marketing Coordinator & Graphic Designer 2019 – 2020
University of Toronto Scarborough · Department of Management
I designed how the department showed up to students and corporate partners.
- Designed marketing packages for 5+ flagship events with partners like TELUS, Rogers and the Big 4.
- Photographed 10 events and delivered social-ready image sets for PR.
- Pitched and launched a student Resource Hub, made graphics for weekly newsletters to 380+ faculty and staff, and prototyped the Program Pathways guidebook.
- Led logo development and print production from concept to final files.

Marketing Director → VP of Marketing 2018 – 2020
University of Toronto Scarborough · DECA
I grew DECA UTSC's reach and was promoted to VP of Marketing in 2019.
- Led a team of 5 across 30+ projects, from orientation booths to case competitions.
- Lifted social engagement 95% and doubled event sign-ups.
- Drove 50+ delegate sign-ups for regional case competitions.
- Designed 2 sponsorship packages, plus judge gifts for case competitions.
- Grew communities of 2,200+ Facebook and 1,500+ Instagram followers.

Social Media Director 2018 – 2019
ArtSideOut Festival · University of Toronto Scarborough
I built buzz for a campus arts festival through steady, story-led content.
- Grew the festival's following 62.5%, to 1,300 followers.
- Published weekly across 4 platforms, guided by monthly KPIs.
- Launched the Feature Friday artist series and the #pinksideout challenge.

PHOTOGRAPHY | 15 SPORT BRANDS, 3 TECH COMPANIES

Outdoor Sports & Commercial Photographer 2026 – Present · Project-based
Freelance · MEC, HOKA, New Balance, Salomon, Patagonia, KEEN and more
I tell brand stories through action photography, shooting on the move with the people I photograph.
- Shoot commercial product imagery for 15 sports brands and clubs.
- Covered 10+ demo days and outdoor events while running, hiking and kayaking.
- Scout routes ahead of time and direct non-professional talent on pose, light and composition.

Community Events Crew & Photographer 2026 – Present
Notion Toronto Community
help an award-winning community run events that feel welcoming from the first minute.
- Supported ~500 attendees in a 400-person space with BrainStation. Created games and networking stations.
- Photographed events and designed stickers for a Most Thriving Community Award 2026 winner.

Event Photographer 2026
Toronto Tech Week
- Shot 2 events, from highlights to candid moments.
- Delivered edited, ready-to-post sets for social media and recaps.

Yearbook Editor & Sports Photographer, Georges Vanier Secondary School (2016 – 2017)
Designed covers and 8 layouts across 2 yearbooks · Shot 10+ games with a 30-person creative team

EVENTS & COMMUNITY LEADERSHIP

Founder & Community Organizer, Two Independent Art Clubs · Greater Toronto Area 2024 – Present
started two art communities so local artists have a regular place to create together.
- Planned 50+ meetups, potlucks and gatherings with 10 cafés, studios and public spaces.
- Curate museum visits, photowalks and historical walks across Toronto.
- Keep a loyal group of regulars coming back.

University Orientation Leader, Scarborough Campus Students' Union (2018, 2019) · Led groups of 10–12 new students through week-long orientations

School Ambassador & Student Council Event Lead, Georges Vanier Secondary School (2017)
Earned 92% positive event feedback · Guided 9 school tours

Feline Behaviour Specialist, Toronto Humane Society 2025 – Present
help anxious, fearful and feral cats become ready for adoption.
- Create behaviour plans and track progress from intake onward.
- Follow infection-control protocols and monitor medication as vets prescribe.
- Match adopters with suitable cats and mentor newer volunteers.

Kayak & SUP Crew, Don't Mess with the Don (2026) ·
Led small groups on 4-hour paddling excursions · Collected waste for City of Toronto initiatives

Cashier & Client Sales Associate, ALDO, Gymboree and Sears 2017 – 2019
I learned to sell, serve and stay accurate under pressure.
- **Gymboree** Converted 25% of store traffic into rewards members.
- **Gymboree** Called 120+ members about events, contributing to a 60% rise in store traffic.
- **ALDO** Met ~$1,500 weekly sales targets.
- **Sears** Served ~45 customers an hour with 100% cash accuracy.

English Tutor, Georges Vanier Secondary School (2017) · Mentored 30+ students in literature and creative writing