Adam Brace

Product Design Lead

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Experience

Product Design Lead – Helios Platform
Loblaw Digital / Mar 2022 - Present

Manage a team of designers supporting Loblaw Digital's transition to a platform driven organization. Contributed to the visual refresh of the PC Express platform and supported the establishment of a multi-platform headless design system. Delivered reusable SDUI components for a range of pages across the customer journey. Established, sponsored and championed new organizational ways of working. Aiding new businesses onboarding onto new platform services and design system components. Manage and support three direct reports, coaching two of my designers to promotions to Senior Product Designer.

Product Design Lead – PC Express
Loblaw Digital / Oct 2021 - Mar 2022

Co-led a team of seven designers supporting initiatives across the PC Express customer experience alongside the Director of Product Design whilst directly managing three Product Designers. Contribute to roadmap definition, planning and cross functional ways of working. Developed a shared set of guiding design principles for PC Express. Defined and delivered a north star vision for post order customer communications.

Senior Product Designer – PC Express
Loblaw Digital / Jul 2020 - Oct 2021

Delivered a redesigned homepage using dynamic reusable components for 14 store banners across the Loblaw portfolio. Reimagined the first time customer experience, improving location & fulfillment selection and increasing cart starts. Mentored and supported the design team through the COVID-19 pandemic and transformational demand. Participated in the hiring of a new Director of Product Design and led the hiring for three new product designers.

Product Designer – PC Express
Loblaw Digital / Mar 2017 - Jul 2020

Fourth permanent hire of a product design team that has grown to over 30+ designers. Contributed to many end-to-end projects across the PC Express service journey. Expanded my human centred design practice by elevating my skills in interaction design, research, analysis and validation, product & systems thinking. Participated in hiring processes for many product design roles.

Intermediate UI/UX Designer
Saatchi & Saatchi Canada / Sep 2013 - Mar 2017

Co-led a team of six designers working on digital projects for Toyota Canada. Contributed to the complete redesign of Toyota.ca from 2016 to 2017 as well as a many key launches for the Lexus and Scion brands in Canada.

About me

I'm a Product Design leader living and working in Toronto, born in England. With almost 10 years design experience I enjoy solving complex problems using the power of human centred design, strategy and technology. I have experience growing, guiding and leading teams in high growth internal enterprise environments as well as fast-paced digital agencies.

Education

OCAD University, Toronto, ON
Bachelor of Design (Graphic Design)
2008 - 2012

Values

Human focused

Insight driven

Empowered growth mindset

Candor & transparency

Lead by serving

Tools

Figma • Sketch • Principle • Miro • Adobe Suite • Webflow • HTML/CSS

Skills

Product Design • Interaction Design • Responsive Design • iOS & Android Design • Design Systems • Creative Direction • Visual UI Design • Typography • Usability Testing • Qualitative & Quantitative research • Journey mapping • Workshops & facilitation • Management • Design coaching • Hiring • Mentorship