Levi

Product Designer
kanilevi@gmail.com
levikani.com

Experience

Spellbound
Founding Designer
Nov 2021 –

As the first design hire, I took on the responsibility of turning the idea of no-code interactive emails into an MVP, and eventually its feature expansion. In alignment with the beginnings of a product, I spread duties across pitch decks, marketing assets, user interface, user experience, and web design. The knowledge of HTML and CSS helped to communicate design execution to development, while also taking on minor tasks to lessen their workload.

Design Systems, UX Design, UI Design, Prototyping, User Testing, Web Design, User/Stakeholder Interviews

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Chili Piper
Senior Product Designer
Mar 2020 – Sep 2021

Hired as the first Product Designer to bring problem solving in-house, I soon adopted the simultaneous task of establishing the design principles of the multi-product platform. The goal and achievement was to equip the growing design team with a scalable system that enabled them to easily build experiences with continuity, so more time could be spent improving existing features and designing new ones.

Design Systems, UX Design, UI Design, Prototyping, User Testing

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Craft Labs (Pasha Brands)
UX Consultant, Principal Designer
Jun 2019 – Dec 2019

Recruited as a Product Designer to redesign a platform that connected growers with testing labs. During development of the first iteration, I served as a UX consultant, advising on interaction improvements, and managing the design execution of an existing design with a remote development team.

Additionally, I designed collateral for investor pitches, marketing material, and subsidiary branding.

Design Systems, UX Design, UI Design, Prototyping, User Testing

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Myplanet
Interaction Designer
Jun 2018 – Jun 2019

As an agency with a focus on products for the workplace, I joined as an interaction designer —within a functional team of visual designers and product managers—designing interactions and user experiences to improve existing enterprise products. A large portion was spent designing a role and permissions model for a robust enterprise portal that managed worldwide data centers.

Web Design, UX Design, UX Research, User/Stakeholder Interviews, Prototyping

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Shop Bonsai
Product Lead
Jun 2017 – May 2018

Promoted to Product Lead to oversee the design execution of a strategic pivot into shoppable content. In this role, I managed UI/UX efforts with a small team of 3, ran sprints alongside an in-house development team, and worked with the founders to align strategic direction.

UI Design, UX Design, UX Research, Web Design, Web Development, Product Strategy, Product Management, Prototyping

Multi-Disciplinary Designer
Jun 2017 – May 2018

Print Design, Digital Design, UI Design, UX Design, Copywriting, Branding

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The&Partnership
Junior Designer
Jun 2016 – Dec 2016

Print Design, Digital Design, Motion Design, Art Direction, Installation Design

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Freelance
Multi-Disciplinary Designer
Apr 2016 –

UI Design, UX Design, UX Research, Web Design, Web Development, Product Strategy, Product Management, Prototyping

Education

OCADU - Ontario College of Art & Design
Bachelor of Design (B.Des)
Sep 2012 – Apr 2016

Toolkit

Figma	Illustrator	Notion	HTML/CSS
Zeplin	Photoshop	Coda	JavaScript (Basic)
	After Effects		React (Basic)

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