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Product design leader with 15+ years building high-performing teams and shaping products across consumer marketplaces, B2B SaaS, fintech, and enterprise software. I bring strategic vision and a hands-on product mindset to complex problems, helping teams find clarity, raise the quality of the work, and create meaningful impact for customers and the business.

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## EXPERIENCE

### Meltwater Inc. - Senior Product Design Manager

Apr 2025 - Jun 2026

- Led Meltwater's core Design organization, managing 1 Design Manager and 3 Product Designers while establishing design operating rhythms that strengthened alignment, decision-making, and team effectiveness.
- Led the redesign of Meltwater's information architecture and navigation, establishing a scalable foundation for the platform.
- Re-architected Meltwater's Newsletters experience, increasing monthly active users by 55% and Customer Effort Score by 80%.

### Yelp Inc. - Head of Consumer Design (Director)

Mar 2022 - Sep 2024

- Led Yelp's Consumer Design organization across Growth, Contributions, Restaurants, and 6-Star Innovation, managing 3 Design Managers and 16 Product Designers supporting key consumer experiences across local search and discovery.
- Partnered with executive leadership to shape product strategy while leading AI-driven UX initiatives that increased engagement by 55% and completion rates by 45%.
- Founded Yelp's 6-Star Innovation Group and spearheaded an AI-stitched video framework that scaled video inventory by 55% and enabled new monetization opportunities.

### AppCentrica + Dye & Durham - Design Director (Contract)

Dec 2021 - Dec 2022

- Directed product design strategy for Unity, transforming fragmented conveyancing products into a unified workspace for legal professionals.
- Led cross-functional research and information architecture initiatives that informed product strategy, accelerated delivery, and improved decision-making.
- Simplified complex legal workflows and onboarding experiences, supporting growth in per-matter fees from \$25 to \$285.

### Sun Life Financial - Senior Design Manager

Dec 2019 - Mar 2022

- Led the cross-functional redesign of Sun Life's client portal, establishing a scalable design system and information architecture that reduced support calls by 35%.
- Developed UX frameworks for multi-factor authentication, improving login security across multiple products.
- Led design thinking workshops with cross-functional leaders, shaping product strategy, accelerating alignment, and strengthening user-centered design practices.

## SKILLS

- Design Leadership
- Mentorship & Talent Development
- Organizational Leadership
- Product Strategy
- Product Judgment
- Systems Thinking
- Information Architecture
- Design Systems
- AI Product Strategy
- Data-Informed Decision Making
- Executive Stakeholder Management
- Cross-Functional Leadership
- User Research & Insights

## SPEAKING

### Podcast Appearance

[Careers in the Cloud by Montreal Associates](#)

Sep 2024 · Episode 35

### Leadership Speaker Panelist

[Brainstation T.O. Tech Morning: Careers & Coffee](#)

Jan 2023

### Presenter & Speaker Panelist

Degroot School Of Business Digital Leadership Summit 2017

Jun 2017

## EXPERIENCE CONTINUED

### Guestlogix - Head of Design (Fractional)

Dec 2020 - Feb 2022

- Led design for Guestlogix's digital in-flight commerce platform, creating scalable experiences across multiple airline brands.
- Redesigned the guest experience, increasing in-flight engagement and ordering by 55%.
- Partnered with product and engineering leaders to shape product strategy, build design capabilities, and grow the design team.

### CIBC Private Wealth Management - Senior Design Manager

Oct 2018 - Oct 2019

- Led a team of 4 designers supporting CIBC Private Wealth's digital transformation and rebranding initiatives.
- Established a shared design system, improving consistency and scalability across digital products.
- Defined the digital modernization strategy, aligning customer experience, business goals, and technology investments.

### No Fixed Address Inc. + Questrade Inc. - Senior Product Design Lead

Feb 2019 - Jun 2019

- Defined content and UX strategy for Questrade.com, driving acquisition, conversion, and lead generation.
- Built a scalable design system to accelerate the evolution of Questrade's digital platform.
- Helped position Questrade as Canada's top online brokerage for user experience, recognized by Survisor.

## EARLY CAREER EXPERIENCE

**Adobe Labs**      Design & Research Lead

**Diply Inc.**      VP of Design

**Tucows Inc.**      Product Design Director

**Arktyp Inc.**      Founder and CEO

**View my full experience history:** [linkedin.com/in/aschibono](https://www.linkedin.com/in/aschibono)

## TOOLS

### Design

Figma, FigJam, Adobe Creative Suite

### Research

Maze, UserTesting, Hotjar

### Analytics

GA, Tableau, Amplitude, Full Story

### AI

Claude, ChatGPT, NotebookLM, Lovable

## EDUCATION

### York University / Sheridan College

Interactive Media

### Mohawk College

Graphic Design