

Noah Trotman

Product Designer

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Summary

A hard-working and curious individual, who is passionate about research, human connections, and genuinely providing value to others through design.

Experience

CX & eCommerce Specialist | Evolution Cycles & Caledon Hills Cycling

April 2019 – Sept. 2022 | Richmond Hill & Caledon, Ontario

- Managed the eCommerce website to create a better shopping experience and increase sales year-over-year (YOY) by 15%.
- Designed and researched a library of cycling routes for an in-store display and its web counterpart. Customers found it to be a great resource. Web traffic increased by 11% during the display.
- Created multiple in-store customer flows to engage customers and increase the units per transaction (UPT).

Product Designer | ServiceEcho

July 2021 – Dec. 2021 | Toronto, Ontario

- Led the design process and worked with the development team to improve both the mobile app and our Salesforce app experience to reduce the pain points our customers were having.
- Improved the company website by creating industry specific product feature pages to help the sales team increase customer acquisition by 10%.
- Contributed to the mobile design system and documentation ensuring the components were AODA compliant.

UX/UI Designer | Communitech

March 2021 – July 2021 | Remote Contract

- Worked in a client based setting during the COVID-19 pandemic to help small businesses improve their online presence.
- Helped rebrand a metaphysical eCommerce store and allow customers to find products faster through product collections. In turn, sales increased over the next year.
- Redesigned and developed the website of a French language tutoring company to improve product offerings and gain more clients.

Achievements

Team Canada Athlete | ITU World Triathlon Championships

August 2019 | Lausanne, Switzerland

- Within two years, I reduced my personal best triathlon time by 28.3% to earn a spot to compete for my country on an international stage.
- Effectively managed my time to have a consistent training schedule with coaches and clubs.

Education

University of Waterloo

Bachelor of Global Business and Digital Arts, Honours

Sept. 2015 – Apr. 2019

Skills

Design

Design Systems
Interaction Design
Prototyping
Mobile Design
Wireframing

Tools

Figma
Zeplin
Pen and Paper
Adobe Creative Cloud
HTML5 / CSS / SCSS
Javascript / React.js
GSAP
Git

Research

User Flow Mapping
In-depth Interviews
Usability Tests
Personas
Journey Mapping
A/B Testing

Human Skills

Adaptable
Self-disciplined
Critical Thinker
Team Player
Resourceful
Solutionist
Systems Thinking
Driven

Clubs

Argonaut Rowing Club Athlete