

NUNO CARREIRA

416.857.1407

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16 Lia Cres.
Toronto, Ontario
Canada
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PRODUCT DESIGN + DESIGN LEADER

Experience

October 2020-present

N74 Design Inc. | Owner, freelancer

Offering design services and helping out wherever I can! Clients include:

ADP - Automatic Data Processing (www.adp.com)

- Working with the Core HR Team to build unify profiles and experiences across multiple platforms. Key project of which was to identify and merge over 400 pages from a 30 year old enterprise platform to a contemporary information architecture model.
- Designed net new solutions for Global Search, Bookmarking pages within the platform and Expense Management solutions.
- Contributing and coordinating efforts with ADP's transition to Figma, including repositories, assets and design system work.
- Sole designer on future vision concept work
- Mentor designers within the team and other associates looking to move in to the UX space. Always proactive in chats and through face to face meetings to help elevate our practice.
- Leading specification and annotation standards for Accessibility within ADP
- I prototype everything and move back and forth from prototype to wireframes frequently to ensure the working files and solutions meet as many scenarios as possible up front.

Snaplii (www.snaplii.com)

Designed their mobile payment app as an MVP product in the Canadian Marketplace. This included initial branding, look and feel and app experience.

[Google Play](#) | [Apple App Store](#)

Investor's Group (ig.ca) mobile banking concept.

Several structured sessions with leadership across various companies resulted in a full mobile app prototype which served as a template and North Star for the project team.

The Citywide Group Integrated Building Control

Workshopped and prototyped several iterations of desktop and mobile experiences to improve the management of properties in Canada. From concierge-facing dashboards to resident apps and smart screens, the prototypes were used to get investor buy-in and secure contracts with key property builders.

February 2021-present

SYNCTERA | Head of Product Design

Currently leading design work and building a team of product designers to support the growth of the Synctera platform, website and digital properties.

Responsibilities include:

- Design system definition and integration in to the engineering process in order to scale elegantly, including error handling, accessibility, format tables and interaction rules.
- Supporting 8 pods, each with their own product owners and engineers, including design collaboration, specs and QA. Resulting in hundreds of art boards produced in order to build out the core product from a few screens to a fully functioning SaaS platform for Banks and Fintechs to manage money movement and customers.
- Produce working documentation, designs and flows for large initiatives, such as the t-10 program. This included the digital onboarding experience, content and supporting materials, such as credit card designs and collateral.
- Workshop and understand internal and external customer needs in order to provide clear targets and goals for product and sales teams.
- Brand creation of t-minus10 (a Synctera sub-brand) and its properties in addition to core sites: www.synctera.com, dev.synctera.com, learn.synctera.com.
- Mentoring other product designers and hosting Lunch and Learn activities to educate the broader team on what UX is and does.

October 2018-October 2020

BMO | Director, UX :: Banking & Investing, North America

Managing a team of 40 Designers supporting BMO's Mobile and desktop banking and investing experiences in North America. This role began as a Sr. Manager position with the intent to scale.

Responsibilities include:

- Design alignment to a strategic product roadmap.
- Plan, conceptualize and socialize alignment work between banking, investing, our public sites and our U.S. banking platform.
- Actively work to improve design culture within BMO - with improvements shown in YoY survey.
- Improve our internal Agile workflow by including design, research and content in to the process and measuring velocity.

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- Actively explore new tools and opportunities to improve the day to day work environment.

January 2018-October 2018

RBC | Director, Product Design Lead :: MyAdvisor

Lead a team of 6 UX designers, content strategists and visual designers through the expansion of RBC's MyAdvisor platform. <https://www.rbcroyalbank.com/investing/myadvisor.html>

Responsibilities included:

- Scaling the MVP solution to support 2 additional "white label" solutions, while improving the baseline product.
- Driving the future vision of the MyAdvisor tool, viewable in my online portfolio.
- Shared roadmap with the Product ownership team.
- Part of the agile teams for day-to-day delivery and production.

September 2016-2017

CIBC | Director, User Experience :: Strategy

Managed a high performing team of 11 design thinkers, responsible for defining the future vision of CIBC's digital properties, including Enterprise wide initiatives.

Created CIBC Design Studio, a design-first team focused on ideating solutions to complex business problems and **dreaming up new products** for our clients.

Responsibilities included:

- Planning Roadmap activities promoting the UX craft throughout the organization
- Ensuring alignment and consistency of work in flight and planned projects
- Exploring and ideating on future state concepts
- Partnered in Sales focused work with McKinsey
- Partnered in Discovery and Live Labs based exercises, focused mainly on validation and refinement of ideas.
- Thought leadership with internal stakeholders and partners, partnering with industry experts when needed.

February 2015 - September 2016

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CIBC | Director, User Experience :: Banking

- Managing a team of 30+ designers, architects and video producers, tasked to dozens of projects of varying size.
- Hired strong talent and structured the team for success resulting in increased employee satisfaction, YoY and a high contingent worker - to - full time conversion rate.
- Contribute to **strategic planning** and alignment.
- Defined **Creative vision** and strategy, aligned to business roadmap to ensure our transactional properties remained relevant and modern.
- Launched ATM redesign, with a touch-first design and increased web connectivity for existing customers.
- Champion for **Accessibility** standards, guidelines and best practices within the digital space for multiple platforms.
- Experienced in project delivery from waterfall, to iterative and agile methodologies

May 2003-Present

Linea Roma PKG Lab Inc. | Co-Founder and Managing Partner.

LRPKG is an international supplier of ophthalmic goods and eyewear. As a partner, my responsibilities include: Financials and related year end activities, Client communications, quotes and estimates, shipping, accounts receivable and other operational activities.

April 2013 - February 2015

CIBC | Sr. Manager, User Experience :: Mobile and ATM

- Managed a team of visual and user experience designers, tasked with multiple projects ranging in scope from **bank machines, native apps** and **responsive web** design.
- Experience defining design strategy and process efficiency through **Agile and Lean** methodologies.
- Proven success with deliverables, including mobile and responsive ads and offers.
- Experience leading and managing large, complex projects including coordination and planning of deliverables with editorial, business and design.

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- Conducted internal sessions on best practices of design as well as checkpoints to inform the design team of emerging trends and technologies that may have an impact on our work.
- Assist and design for **innovation with partners** in the strategy and technology teams, usually for feature enhancements and emerging technologies.

October 2010 - April 2013

CIBC | Sr. User Experience Lead :: Mobile Subject Matter Expert

- Lead Designer for the **CIBC Mobile Banking solution** for iPhone, iPad, Android and Mobile Web
- Lead Designer for the **CIBC Mobile Brokerage app** for iPhone, Android and BlackBerry
- Lead Design on the **CIBC Mobile Payment app** for BlackBerry and Android.
- Sole Designer for **President's Choice Financial Mobile Banking solution.**
- Design consultation and support for marketing involving the CIBC Home Advisor App for iPhone and BlackBerry - Design work and coordination for related marketing materials for both desktop and mobile optimized campaigns, including device selection/approvals, video storyboarding (and creation), and Site architecture.

June 2010 - October 2010

CIBC | Design Lead :: Mobile

- **Sole designer** on Canada's first banking iPhone App.
- Developed iPhone prototype for use in usability sessions for upcoming Brokerage solution. Coordinated development effort within the team including the Brokerage SME, UE lead and key developer, offering solutions for how to best design for the platform.
- Designed and edited the **promotional video** for the iPhone App launch using Apple Motion and Final Cut Pro, found here: <https://www.cibc.com/ca/mobile/iphone/iphone-app-video.html>
- Provided **art direction** through storyboards and script coordination for CIBC's Home Advisor App videos, demos and marketing pages.

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Education

2000

University of Toronto | Bachelor of Architecture

Achievements

Featured in the **Financial Post** ([link](#))

CIBC Mobile Banking awarded **Best UX** in a Banking App Globally by Forrester, 2017

CIBC Mobile Banking awarded **Best Banking App Globally** by Global Finance, 2011

CIBC Mobile Banking awarded **Best Banking App** by Forrester, 4 years running, 2013-2017

Online Banking awarded **Best Banking Site** by Forrester, 3 years running, 2014-2017

Sole designer of Canada's first banking iPhone app.

Launch day **partner for Apple Watch** banking.

2012 Annual Achiever Award, **4 Quarterly Individual Achiever** Awards, **17 Quarterly Team Achiever** Awards