

Joanna Vass

vjoanna.com

Product design leader with ten years of experience creating thoughtful digital experiences in a variety of industries

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EXPERIENCE

Product Design Lead, Platform at Farfetch

April 2018 - Present / London, UK

Lead an international team of five product designers in merchandise product areas; design workflows for sellers to reach global customers on the leading platform for luxury fashion

- Led a multi-disciplinary project team of 32 designers, researchers, product managers, and engineers to identify eight business opportunities for the platform seller strategy
- Doubled merchandise design team; collaborated with people team to tailor hiring, onboarding, and career development frameworks to the team's needs
- Collaborated with product management to define strategy and foster stakeholder relationships across eight teams to ensure the successful release; led the design on initiatives to improve merchandise time to market by 28%
- Defined design ops processes for the global platform design team to plan and track 120+ initiatives per year; created tighter alignment with the product development roadmap
- Set up and run three regular syncs with the merchandise product and engineering teams to ensure the team alignment on producing delightful seller experiences
- Kicked-off initiative to streamline the team's design system workflow, gained 70% adoption in the first month
- Promoted from senior to lead product designer in January 2020

Senior UX/UI Designer at ARGUS Voyanta

November 2016 - April 2018 / London, UK

Designed data management & analytics web apps for institutional investors to make better decisions on their real estate portfolio; worked on an international team of 2k+ employees

- Led the redesign of a core reporting framework; presented green-lit proposals to senior management and clients, working with the product development team to completion
- Moderated the first user engagement panel at the 2017 ARGUS Connect Conference to develop a deeper understanding of our users

Interaction Designer at BlueDot

August 2014 - November 2016 / Toronto, Canada

Designed products and data visualisations to help governments, businesses, and individuals use big data to mitigate the spread of infectious diseases; joined as 15th startup member

- Translated a social mission into the end-to-end design of BlueDot's first consumer-facing mobile app; app featured in a national news outlet
- Designed and coded interactive data visualisations for urgent concerns of White House policymakers and public health agencies in response to global infectious disease events, such as the 2014 Ebola outbreak and the 2015 Zika virus epidemic

Interaction Designer at Inclusive Design Research Center

October 2011 - August 2014 / Toronto, Canada

Designed accessible and beautiful open-source software experiences for learners & educators

- Practised and socialised inclusive design methodologies to consider the full range of human diversity from the start
- Created design concepts for an ecosystem of web personalisation tools to help secure funding for a research team of ~20

EDUCATION

OCAD University

Bachelor of Design

Degree in Graphic Design from a top Canadian program

Harvard Business School Online

CORE Credential of Readiness

Pass with high honours in 3 course business fundamentals program

OTHER EXPERIENCE

Mentor

Women in tech
2020

Hacking Homelessness

2nd place
2019 - BCG Digital Ventures

LBS Hackathon

2nd place
2018 - London Business School

Start-up design consulting

Optimity, Payload, 6Dimensions
2013 - 2016

Great Canadian Appathon

3rd place
2014 - XMG Studio

SKILL SET

Interaction design
Visual design
Prototyping
Service design
Research and discovery
User experience evaluation
Data visualisation
Analytics
Front-end development

HOBBIES

Hackathons
Improv
Fitness