



AARYA NAIR

UX/VISUAL DESIGNER

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Toronto



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About Me

Experienced UX Designer with **7+ years** of success crafting intuitive and engaging digital experiences for banking and media sectors. Proven ability to lead user-centered design initiatives from concept through implementation, driving measurable improvements in user satisfaction and business outcomes.

Education

2019-2020 | Toronto

Seneca College

Interactive Media Design

2014-2017 | Delhi, India

Lisaa Scool of Design

Bachelors in Product Design

Work Experience

2024 - 2026 | Toronto

CIBC (Senior Visual Designer)

- Conducted UX research, usability testing, stakeholder interviews and developed the user experience to identify customer pain points across CIBC's digital experiences, translating insights into improved live-site experiences for the **Balance Transfer Calculator**. Refined information architecture, content, and visual design to make financial tasks more intuitive and actionable for **Institutional Retirement date portfolio**.
- Designed and optimized content management experiences using Adobe Experience Manager (AEM), creating reusable components, templates, and content structures while collaborating with content, product, and development teams to improve usability, consistency, and content delivery across digital channels.

2020 - 2024 | Toronto

TD Bank (Full-time) (UX Designer)

- Led comprehensive human centred initiatives, including **7 usability tests** on credit platforms, yielding profound insights into customer behaviours and needs within payment platforms. Contributed in developing a customer feedback system by leveraging generative **AI algorithms (Layer 6AI)** to enhance user experience and interaction design for the TD mobile app.
- Participated in **24+** design sprints and **4 key projects** to ideate and prototype solutions focussing on crucial credit features, integrating feedback from stakeholders and end-users, resulting in a notable 15% increase in user satisfaction scores and a 30% reduction in customer support inquiries.
- Contributed and maintained a robust design system, enhancing brand consistency and usability standards across TD Bank's digital platforms, resulting in 20% faster development cycles and 30% higher user engagement metrics.

2018-2019 | Delhi, India

Tiger Ninjas (Full-time) (Visual Designer)

- Created several UI kits comprising of icons, patterns, themes and components for seasonal clients. Designed digital marketing materials for an on boarding experience and further built/tested website prototypes that increased 10% user engagement for advertising clients.

Freelance/Internships

2019 (2 months | Toronto)

Prosh Marketing (Freelance)

2019 (1 month | Toronto)

Nutricanine (Freelance)

Strenghts

Adaptable

Adept at blending creativity with analytical rigor to deliver solutions that balance user needs, business goals, and technological constraints. Excels in collaborative environments, working closely with cross-functional teams to deliver exceptional products.

Inclusive

Championed accessibility best practices across the organization, advocating for inclusive design principles and ensuring all digital platforms met or exceeded accessibility standards to ensure compliance and operational feasibility that contributed to 10% reduction in accessibility-related issues.

User-centric design

Advocated for and implemented user-centered design principles across the organization, fostering a culture of empathy-driven design and continuous improvement based on user feedback.

Milestones

UX certification courses from NN/g:

- Becoming a UX Strategist
- Assessing UX principles
- UX Design Tradeoffs

TD Accessibility Champions Network:

Level **AA(Builder)** certification

Seneca College

2nd Position in **Adobe creative JAM**

Technical Skill

Adobe **Expert** ●●●●●○

Adobe XD, Photoshop, Illustrator, Dreamweaver, InDesign

Prototype **Expert** ●●●●●○

Figma, Sketch, Axure, Framer,

Technical **Proficient** ●●●●○○

Visual Studio Code, Muse, HTML5, CSS3

AEM **Intermediate** ●●●○○○

Content/component/page authoring