

Dhruv Deva

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WORK EXPERIENCE

Pollynate

Apr 2025 – Apr 2026

UX Designer — Founding Team Member | Fintech SaaS

Toronto, Canada (Remote)

- Shaped information architecture and navigation for a Stripe-integrated B2B analytics dashboard, resolving duplicate navigation patterns and unclear data hierarchy across customer, invoice, and subscription views.
- Collaborated with the founder to scope UX work across core product surfaces, translating market research into annotated wireframes and prioritizing design recommendations.
- Audited user flows for consistency and feasibility within Stripe's data constraints, flagging structural gaps and producing interaction specifications to guide redesign.

Empowered Futures

Sept 2025 – Dec 2025

UX Designer

Toronto, Canada (Remote)

- Conducted discovery research using Dovetail and Lookback, synthesizing findings into JTBD frameworks, problem statements, and annotated wireframes for the Let's Go internal web platform.
- Designed persona sets and user flow maps from qualitative analysis, linking research to feature prioritization recommendations reviewed by cross-functional stakeholders.

Muse by Interaxon

May 2024 – Aug 2024

UX Designer

Toronto, Canada (Hybrid)

- Shipped high-fidelity mobile UI across two releases (v39 & v40) for 700K+ users, driving a 37% increase in premium feature activation and an engagement jump from 29 to 43 through improved branding and visual hierarchy.
- Expanded a cross-platform design system with 33 color tokens, 3 typography scales across 6 device sizes, and 50+ icons; documented usage guidelines via developer annotations for a 6–7 person cross-functional team.
- Elevated accessibility from Lighthouse score 82 to 94 using the Stark plugin and WCAG 2.1, resolving violations across contrast, typography, keyboard navigation, and label tagging.
- Ran usability tests with 43 participants, synthesized 9 interviews, and tracked A/B results via Mixpanel, Hotjar, and Userpilot to directly inform key product decisions.
- Streamlined developer handoff via Figma Dev Mode, auto-layout components, and async Loom walkthroughs, cutting implementation back-and-forth by an estimated 75%.
- Led HTML/CSS landing page redesigns in Shopify to improve conversion, maintaining visual consistency across design, marketing, and engineering in weekly agile sprints.

Connektra.io

Jan 2023 – May 2023

UX Design Intern

Toronto, Canada (Remote)

- Built interactive high-fidelity prototypes that validated concepts with stakeholders, accelerating sign-off and closing the gap between early concept and shippable features across agile sprints.
- Collaborated with PMs and developers to translate user flow maps, wireframes, and interaction specs into technically feasible designs, preserving design intent through to implementation.

Shoppers Drug Mart

Sept 2022 – Dec 2022

UX Designer | Student–Industry Collaboration

Toronto, Canada

- Conducted user interviews, storyboarding, and accessibility audits for the prescription refill mobile flow, designing personas and usability protocols that surfaced friction for older adult users.

PROJECT EXPERIENCE

BlitzMind — Thesis Project

Sept 2024 – Apr 2025

Biometric-Driven Adaptive Gaming SaaS

George Brown College

- Designed and prototyped an adaptive gaming interface from mixed-methods research with 30 survey respondents and 5 interviews, pivoting product vision to reframe stress as a performance signal.
- Validated hi-fi prototypes through usability testing across BPM scanning, HRV reporting, and gameplay adaptation scenarios, presenting the final system to 200+ attendees at the GBC thesis exhibition.

EDUCATION

George Brown College

2021 – 2025

Honours Bachelor of Digital Experience Design (B.Des) | GPA: 3.3 / 4.0 | Dean's Honoured List 2024–2025

Toronto, Canada

SKILLS & INTERESTS

Design Tools: Figma (Auto Layout, Components, Design Systems), Adobe Creative Suite, Framer, Sketch

Research & Testing: Dovetail, Lookback, Maze, Usertesting, Userpilot, Mixpanel, Hotjar, Google Analytics

AI & Emerging Tools: Figma AI, Galileo, Midjourney, Claude Code, V0, Cursor, Framer AI

Development & CMS: HTML/CSS, Shopify, Contentful, Framer CMS, WordPress