

# Tommy Delarosbil

SENIOR PRODUCT DESIGNER, SAAS, B2B & B2C, WITH & FOR AI

[tommydelarosbil.com](http://tommydelarosbil.com) [delarosbil.t@gmail.com](mailto:delarosbil.t@gmail.com) [+1 514-836-0714](tel:+15148360714) [Toronto](#)

*High-impact product designer with 15+ years of experience delivering delightful product experiences across SaaS, B2B, B2C, and AI-driven environments. Specialized in 0-to-1 ownership, iterative and lean design, and fast-paced, AI-empowered strategy. Proven success in transformative cross-functional leadership and data-informed, problem-grounded design efficiency.*

## HIGHLIGHTS

- Drove \$2M+ revenue from 6-week design initiative
- Designed MVP in 3 weeks; hit 5% conversion and 81% open rates
- Led 4 AI products across ed-tech, hospitality, network, and music tech
- Shipped 2 checkout flows in 8 weeks with full stakeholder buy-in
- Built 4 design systems for speed, consistency, and scalability



## WORK EXPERIENCE

### Compass Digital - Senior Product Designer, AI

[2025 - Present](#) Hybrid, Toronto

- Built a robust, problem-grounded user-insights GPT in 6 months
- Integrated GPT with Vercel v0 for rapid discovery
- Earned strong leadership trust and alignment from the first month
- Influenced high-stakes product and complex ecosystem decisions
- Shipped AI diagnostics, predictions, and recommendations
- Refined interactions across agentic chat and non-chat patterns
- Repositioned data-heavy reporting into generative reporting

### Cedar - Staff Product Designer, AI

[2024 - 2025](#) Remote

- 5% paid conversion, 81% daily email open rate, high user satisfaction
- Shaped Cedar's NLP-powered, email-first job search platform
- Drove vision alignment with the CEO through collaborative sessions
- Designed end-to-end based on user feedback and data
- Built a scalable design system foundation for tight and fast delivery

### Groupe Dynamite - Staff Product Designer, e-commerce

[2022 - 2024](#) Remote

- Led redesign of two native mobile apps across two brands
- Tackled structural and cultural challenges
- Influenced cross-team alignment & hard-earned stakeholder trust
- Delivered new home and refactored payment gateway
- Built the foundation of a robust mobile-first design system

### Korbit - Lead Product Designer, edtech & AI

[2021 - 2022](#) Remote

- Improved the AI-powered data science chatbot for better learning
- Designed a Python IDE with agentic AI inline feedback
- Led the creation of a dashboard, and a management and admin hub
- Managed a team of junior product designers and researchers

### LANDR - Staff Product Designer, music prod & AI

[2019 - 2021](#) Remote

- \$2M+ in revenue
- 103% more songs mastered
- 28% cross-product adoption lift
- Led the Mastering product through data-driven improvements
- Secured user research budget by proving its impact

### Intact - Lead UX Strategist, fintech

[2018 - 2019](#) Montreal

- Led UX strategy for insurance across value-add and self-serve teams
- Implemented research-backed improvements and supervised teams

### Aeroplan - Senior Product Designer, loyalty & fintech

[2017 - 2018](#) Montreal

- \$310K+ in revenue from product design initiatives
- Delivered end-to-end design process for loyalty and travel products
- Led design system and front-end collaboration

### Scolab - Senior Product Designer, edtech

[2015 - 2017](#) Montreal

- Delivered end-to-end design process for an educational product
- Led user research, usability testing, and end-to-end design delivery

## EXPERTISE & SKILLS

### UX Strategy

Generative & evaluative research, user journey, persona, competitive analysis, behavioural science, cognitive bias, funnel optimization; engagement, retention, acquisition, and conversion.

### Interaction Design

Information architecture, user flow, wireframing, specifications, rapid prototyping, conversational design, UX writing.

### Visual Design

Native and web app, responsive mockup, design system, component library, auto-layout, variants, ergonomic, micro-interaction, animation, accessibility.

## TOOLS

Figma, Vercel V0, ChatGPT, Cursor, Jira, Linear, Notion, Google Analytics, Amplitude, HotJar, Full Story, Wix Studio, Squarespace, Adobe Creative Suite, Final Cut, MailerLite.

## EDUCATION

### BA in Graphic Design

Université Laval

### DEC in Graphic Arts

Cégep de Rivière-du-Loup

### CPS in Business Launch & Sale

Saje