

Tommy Delarosbil

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

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High-impact product designer with 15+ years of experience delivering delightful product experiences across SaaS, B2B, B2C, and AI-driven environments. Specialized in O-to-I 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 vO 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 VO, 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