

TOMMY DELAROSBIL

SENIOR / STAFF PRODUCT DESIGNER

AI-NATIVE PRODUCT DESIGN

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SUMMARY

Senior/Staff Product Designer with **15+ years of experience** finding clarity in messy product problems and turning it into direction, working concepts, and measurable outcomes. My work sits at the intersection of product strategy, AI-native experiences, and increasingly code.

HIGHLIGHTS

- Selected by VP Design for a **CTO Office** innovation team; uncovered an invoice-automation opportunity estimated to **save ~3M operator hours annually**.
- Led product initiatives generating **\$2M+ in annual revenue** impact at LANDR, contributing to **103%** growth in songs mastered and **28%** increase in cross-product adoption.
- Took an AI-powered job platform through MVP and iteration, helping reach **5%** paid conversion and **81%** daily email open rates.

WORK EXPERIENCE

Senior Product Designer, AI & Enterprise Experience Strategy | Hospitality

Compass Digital · Toronto · Apr 2026 – Sep 2026

- Shadowed operators across disconnected invoice systems, uncovering an automation opportunity estimated to **save ~3M hours** annually and position AP data as a shared source of cost truth.
- Turned ambiguous operational problems into working concepts with Cursor and v0 to test assumptions and move opportunities toward sponsorship.

Senior Product Designer, AI Insights & Reporting | Hospitality

Compass Digital · Toronto · Jun 2025 – Mar 2026

- Used usability testing to show users valued AI-driven insights but **open-ended chat wasn't the right interaction**, shifting the team toward guided questions with greater relevance and confidence.
- Explored how AI could surface intelligence directly in the work, while building a GPT-powered user insights workflow that kept research evidence current as product conditions changed.

Staff Product Designer, Agentic AI | Job Platform

Cedar · Remote · Sep 2024 – Jan 2025

- Took an AI-powered job platform from direction through MVP and iteration, helping reach **5%** paid conversion and **81%** daily email open rates.
- Worked with the CEO and CTO to shape the MVP through behavior, feedback, and rapid experiments, including an **email-first NLP experience** that met job seekers where they already worked.

Senior Product Designer | E-Commerce & Retail

Groupe Dynamite · Remote · Oct 2022 – Aug 2024

- Inherited two native commerce app redesigns with no clear product direction and fragmented stakeholder alignment, then **built a shared direction** across business, product, and engineering.
- When a new payment provider created an aggressive deadline, created a **near daily decision rhythm** across product and engineering that kept the work moving and helped deliver on time.

Lead Product Designer, AI | EdTech

Korbit · Remote · Aug 2021 – Oct 2022

- Shaped AI-assisted learning across a Python IDE, feedback, progress, and guidance, exploring how AI could help learners understand what to do next while aligning product and engineering and **mentoring two designers**.

Senior Product Designer, AI | Music Tech

LANDR · Montreal & Remote · Oct 2019 – Aug 2021

- Found a **51% drop-off** during the mastering wait and turned that dead time into a cross-product experience that increased songs mastered **79%** and generated **\$493K** in annual revenue.
- Used continuous experimentation across mastering, pricing, and cross-product experiences, helping generate **\$2M+** in annual revenue impact and contributing to **103%** growth in songs mastered and **28%** increase in cross-product adoption.

EARLIER EXPERIENCE

- Lead UX & UI Designer, Media — NumériQ / Québecor, 2019–2021, led 5 designers
- Lead UX Strategist, Insurance & FinTech — Intact, 2018–2019, led 6 designers
- Senior Product Designer, Loyalty, FinTech & Travel — Aeroplan, 2017–2018, \$310K+ annual revenue impact
- Senior Product Designer, EdTech — Scolab, 2015–2017

CORE SKILLS

- **Product Design:** Product Strategy, Opportunity Discovery, 0-to-1 Product Development, Systems Thinking, Interaction Design, Strategic Prototyping, Experimentation, Product Validation
- **Leadership:** Executive Alignment, Ambiguity Navigation, Strategic Influence, Cross-Functional Leadership, Organizational Navigation
- **AI:** AI Product Design, Generative AI, AI Interaction Design, AI-Native Workflows, Rapid Prototyping, AI-Assisted Coding
- **Tools:** Cursor, v0, ChatGPT, Claude, Gemini, Figma, GitHub

EDUCATION

BA Graphic Design, Université Laval · DEC Graphic Arts, Cégep de Rivière-du-Loup