

Manuela Pardo

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Experience

Product Designer Loblaws Digital. Jan 2024 - Current

Led end-to-end product design across Shoppers Drug Mart, Loblaws, and Joe Fresh, delivering user-centered experiences across web and mobile. Built the Joe Fresh app from the ground up using in-house Helios engine, helping improve performance, scalability, and reliability.

Designed and shipped key experiences across product discovery, app experiences, PDPs, navigation, and content, balancing customer needs with business goals.

Helped evolve the team's design-to-development process by supporting AI-powered design-to-code workflows, accelerating front-end implementation and reducing development effort.

Developed high-fidelity prototypes and product vision work presented to senior leadership and business stakeholders.

Product Designer Mokup Labs Inc. Dec 2021 - Nov 2023

Led design for dashboard and digital product experiences across a diverse range of clients, collaborating with designers, researchers, and developers to create user-centered, impactful solutions.

Graphic Design / UI Intern Planned. May 2020 - Aug 2020

Collaborated with the Product Design team to create prototypes and digital experiences for the company blog, while also developing social media content to promote events, initiatives, and services.

Ux Consultant Ministry of Labour. Oct 2019 - Dec 2019

Conducted usability testing and a heuristic evaluation to clarify the process of submitting a claim on the MOL's website.

Education

Sheridan College

Honours Bachelors of Interaction Design, 2021

Skills

UX Design
Interaction Design
User Research and Testing
Visual Design
Product Thinking
Journey Mapping
Information Architecture
User Flows
Wire Framing
Prototyping
Design Systems

Softwares

Figma
Framer
Tokens Studio
Cursor
Replit
GitLab
Jira
Sketch
Adobe Suite