Justin Cheung —

Senior Product Designer
UI/UX & Design Systems

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647.621.5520
Toronto · Remote (Pacific Time hours)

Senior product designer with 10+ years across web, mobile and B2B SaaS, from early concepts to high-fidelity UI and interactive prototypes.

I've built and maintained three design systems from scratch (Flight, Mednow, and Generac's Spark), partner closely with engineering, and use AI-assisted design workflows (Claude Code, Gemini, Figma AI) daily to move faster without losing craft.

EDUCATION

George Brown College — Graphic Design
January 2010 – April 2013 | Toronto, Canada
Design Diploma

BrainStation — User Experience Design
May 2018 – October 2018 | Toronto, Canada
Design Diploma

ALP Schulich Leadership (problem approached with Design Thinking) | Remote

Growth Design Product Psychology Masterclass
September 2022 – November 2022 | Remote

SKILLS

UI/UX & product design
Visual design
Design systems & tokens
UI components & tooling
Interactive prototyping
Responsive web & mobile
Usability & user research
Landing pages & marketing design
Motion & micro-interactions
AI-assisted design workflows
Representing design in business

TOOLS

Design: Figma (components, auto layout, variants, variables, prototyping, Figma AI), Framer, Principle, Lottie, Adobe Creative Suite, Blender

AI & build: Claude Code, Gemini, GitHub, Vercel, Herdr

EXPERIENCE

ecobee/Generac — Senior Product Designer
August 2022 – Present | Toronto, Canada
www.ecobee.com

End-to-end product design for the Mobile Platform and Smart Security business units, and for Generac initiatives.

- Founding member, core strategist and lead contributor to **Spark, Generac's multi-brand design system**, used by ecobee: components, tokens, docs and versioning
- Lead designer on the shipped **visual refresh** of ecobee's mobile app and design system: rebuilt foundations (colour, type, spacing, elevation) and platform-native iOS/Android components, delivered in prioritized releases
- Redesigned in-app **energy and comfort reporting** (now shipping) and wrote a 28-rule engineering spec: chart behaviour, data aggregation and screen-reader accessibility
- Designed the **AI Assist** experience for Field Pro, a Generac application: animated thinking indicators and streaming-response micro-interactions, prototyped in code, plus inline safety warnings and disclaimers
- Built an AI-assisted **design-to-code and code-to-design toolchain** for Field Pro: a Claude Code design-system skill suite that keeps Figma and production code 1:1 in sync, now being proven on a live commissioning flow
- Drive adoption through office hours, a request portal we created, and triaging feature-team requests
- Run WCAG 2.2 accessibility reviews on system components
- Drove a scalable UX roadmap merging ecobee's mobile app with Generac's smart-home device apps
- Mentor junior designers

Mednow — Senior/Lead Product Designer
August 2021 – 2022 | Toronto, Canada
www.mednow.ca

Led design across an early-stage digital pharmacy startup: patient experience, on-site pharmacist dashboard, marketing website and Shopify store.

- Grew a multi-platform component library into Mednow's design system, complete with dev working strategy, adoption and request intake
- Designed the marketing website and e-commerce experience with a focus on conversion and growth
- Formally established the company-wide product/design process
- Represented design at the executive table and managed the product design team

Flybits — Product Design Lead
January 2018 – August 2021 | Toronto, Canada
www.flybits.com

End-to-end design for a B2B contextual-marketing SaaS platform serving financial institutions, plus internal tooling.

- Improved System Usability Score from **61 to 98** for Experience Studio, Flybits' flagship product
- Established **Flight Design System** (developed in React) and led production via Agile, boosting efficiency by **245%**
- Pivoted product direction toward Templated Experiences, turning complex marketer workflows into simple, guided ones

Flybits — User Experience Designer
April 2016 – January 2018 | Toronto, Canada

Iterative research, design and prototyping for Experience Studio, Concierge and the Developer Portal, plus client projects.

Key House of Creation — Freelance Product Designer
November 2019 – Present | Toronto, Canada

Start-to-finish product solutions and creative direction for agency clients: research, ideation, pitches and design deliverables.

Cheungy Design — Freelance:
User Experience | April 2013 – Present
Creative Director/Lead Designer | June 2009 – Present

UX for web and mobile, landing pages, brand and visual identity, illustration, packaging, and digital and social marketing campaigns. Side project: Promptr, an iOS teleprompter app with AI script generation, built with Claude Code.