

Omar Ragheeb, Meng

UX Designer

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PROFESSIONAL SUMMARY

Strategic and user-centered Digital Product Designer with 6+ years of experience designing native mobile (iOS/Android) and responsive web experiences in regulated industries, including financial services and healthcare. Experienced in integrating AI into both design workflows and product experiences, including conversational interfaces, AI-assisted design tools, and data-driven personalization. Skilled in designing intelligent, adaptive user journeys that simplify complex decision-making. Strong collaborator in agile teams, leading cross-functional initiatives and delivering high-fidelity, accessible (WCAG 2.0 A/AA) experiences that improve usability, engagement, and conversion at scale.

CORE SKILLS & TOOLS

- Design Thinking
- Human Centered Design
- User Research, Usability Testing
- Empathy Mapping, Storyboarding
- Quantitative & Qualitative Research
- Wireframing, Physical Prototyping
- Figma, Sketch, Axure, MIRO
- Adobe Creative Suite
- HTML, CSS, JavaScript
- Jira, Confluence, Agile & Scrum
- Native Mobile Apps (iOS/Android)
- Data-Driven Decision-Making

WORK EXPERIENCE

Senior UX Designer, Air Canada (Full-Time Contract)

Aug 2025 – Dec 2025

Objective	<ul style="list-style-type: none">• Enhance usability and efficiency across Air Canada's customer and travel-agent digital platforms
Execution	<ul style="list-style-type: none">• Contributed to the full UX redesign of the Travel Agents' Portal, collaborating with fellow designers, the product owner, and development teams to modernize an outdated interface• Designed responsive, user-centric flows for key booking and service tasks, supported by research and iterative testing
Impact	<ul style="list-style-type: none">• Delivered a modern, intuitive agent experience that reduced friction and improved task completion

Senior UX Designer, Klick (Full-Time Contract)

June 2025 – Aug 2025

Objective	<ul style="list-style-type: none">• Led the strategic design of a patient-centric experience delivered across native mobile (iOS and Android) and responsive web, simplifying prescription renewals while supporting secure, authenticated workflows
Execution	<ul style="list-style-type: none">• Designed and optimized end-to-end native mobile and responsive web flows for onboarding, eligibility checks, assessments, and pharmacy fulfillment• Created high-fidelity mobile and web prototypes in Figma, validating authenticated interactions through usability testing and iterative feedback• Collaborated closely with Product Managers, Engineers, and Clinical stakeholders in an agile environment to balance usability, technical constraints, and regulatory requirements
Impact	<ul style="list-style-type: none">• Streamlined the renewal journey across mobile and web, reducing friction and improving patient accessibility• Strengthened trust and clarity through consistent, patient-focused design patterns

UX Designer, Sun Life Financial Inc.

Oct 2022 – June 2025

Objective	<ul style="list-style-type: none">• Drive customer retention and support revenue growth by designing innovative, user-centered digital experiences that align with business objectives and enhance client engagement
Execution	<ul style="list-style-type: none">• Built an end-to-end mobile (iOS and Android) and responsive web experience for clients, increasing conversion rates by 51% and exceeding \$100M in quarterly sales• Spearheaded the design of the recurring contributions feature across mobile and web, driving a 40% increase in automated contributions and improving long-term engagement• Addressed declining mobile and web conversion rates by creating responsive, mobile-first workflows, resulting in a 70% increase in average weekly self-serve enrolment sales• Designed an AI-driven chatbot integrated into mobile and web platforms, reducing response time from 12 hours to minutes while increasing engagement and satisfaction• Optimized the Value Proposition page for mobile and web using data-driven design changes and A/B testing, reducing bounce rate and increasing overall conversions

	<ul style="list-style-type: none"> Collaborated with global teams of 20+ UX designers, writers, engineers, and QA specialists to deliver mobile and web features with a 98% on-time product delivery rate
Impact	<ul style="list-style-type: none"> Achieved a 98% on-time product delivery rate through streamlining cross-functional collaboration and design workflows Improved user satisfaction and reduced drop-off rates by integrating structured feedback loops and clear design communication

Interactive Designer, Convergent

Jan 2021 – Oct 2022

Objective	<ul style="list-style-type: none"> Design clear, consistent experiences that meet user needs and make things easier and more engaging for both users and stakeholders
Execution	<ul style="list-style-type: none"> Designed mockups, prototypes and layout adjustments based on user feedback and usability testing Developed engaging interactive digital presentations for the retail environment Gathered and evaluated user requirements to further enhance the key stakeholders' experience Built and managed visual systems to support consistency across our interface
Impact	<ul style="list-style-type: none"> Enhanced engagement and consistency by designing user-driven, visually cohesive digital experiences

UX Designer, Spoofstore, The DMZ at Ryerson

May 2018 – Feb 2019

Objective	<ul style="list-style-type: none"> Improve customer shopping experience and increase sales through seamless digital integration
Execution	<ul style="list-style-type: none"> Led designers in enhancing the retail site to improve order efficiency and accuracy Designed web and social media visuals in Figma and created ads and brochures in Canva Led the e-commerce redesign, boosting conversion rates and customer retention
Impact	<ul style="list-style-type: none"> Improved overall customer experience, driving higher in-store and online engagement

UNIVERSITY PROJECTS

UX Designer, Home Hemodialysis 2.0, St. Joseph's Healthcare Hamilton

Jan 2020 – Aug 2020

Objective	<ul style="list-style-type: none"> Design a mobile app prototype to enhance the experience of the patients dialyzing at home
Execution	<ul style="list-style-type: none"> Used design thinking research to uncover user needs and key insights Created storyboards, wireframes, flows, and sitemaps to shape the experience Designed and iterated mobile app prototypes in Sketch based on user feedback
Impact	<ul style="list-style-type: none"> Made it 80% easier for patients to self-administer hemodialysis at home through testing

Design Lead, Mehwar, Qatar Social and Cultural Center for the Blind

Jan 2015 – May 2015

Objective	<ul style="list-style-type: none"> Design a mobile app that informed members about the center's events, trips, activities and news
Execution	<ul style="list-style-type: none"> Designed an inclusive app with clear wireframes and updated brand visuals for consistency Led user interviews to identify key needs, pain points, and behavior patterns Ran iterative prototype tests to refine flows and improve overall usability
Impact	<ul style="list-style-type: none"> Boosted member engagement by 45% through a user-informed, inclusive mobile app shaped by interviews, wireframes, and iterative prototype testing

EDUCATION

- Master of Engineering Design (MEng), Concentration in Product Design**, McMaster University
- Postgraduate Diploma (PgD) in International Business Management**, Greystone College
- Bachelor of Science (BSc), Information Systems, Minor in Business Administration**, Carnegie Mellon University

KEY HIGHLIGHTS

- Passionate about leveraging AI and data analytics to drive smarter, user-centered product strategies.
- Strong advocate for human-centered design and iterative development to deliver measurable improvements.
- Committed to building growth strategies based on customer feedback, behavioral insights, and analytics.
- Experienced in applying research and UX metrics to improve conversion, engagement, and retention.
- Focused on designing intuitive, inclusive digital experiences across both web and mobile platforms.
- Skilled in cross-functional collaboration to ensure consistent, high-quality product delivery