

# JAKE BUHRIG

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Staff Product Designer with 13 years of experience leading product strategy, design systems, and end-to-end product design for SaaS platforms. I specialize in translating complex customer needs into simple, scalable solutions while bridging design, engineering, and product to build cohesive experiences that work at scale.

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## EXPERIENCE

### Staff Product Designer, AgencyAnalytics - Toronto (Remote)

Jan 2025 - Feb 2026

- Grew AppKit and Figma component coverage from 40% to over 80% by auditing the platform for inconsistencies and building scalable, accessible components in Figma
- Inherited a poorly received IA and navigation, identified user concerns through customer support data in Marvin and Intercom, and drove improvements that reduced related support tickets to zero the following quarter and contributed to platform NPS increasing to 30, the highest in over a year.
- Established foundational design token architecture in Figma based on Tailwind, defining accessible color palettes and semantic token variables, and aligned with engineering on naming conventions and usage to ensure consistency across design and code.
- Co-led the Design Systems team with the Staff Front-end Engineer, jointly owning the roadmap and prioritization in the absence of a dedicated PM, and driving cross-functional alignment between design and engineering.

### Product Design Lead → Director of Product Design, Uberflip

(Acquired by PathFactory) - Toronto (Remote)

May 2022 - Dec 2024

- Led end-to-end design for Uberflip Pages, a codeless editor that reached 109 active accounts representing ~\$6M ARR within months of launch, and directly contributed to key customer renewals.
- Collaborated with the VP of Product to shape the Pages vision and platform strategy, validated by Forrester analysts as aligning with the future of adaptive B2B campaigns.
- Led a team of 3 designers across feature delivery, design systems, research, and design operations, providing mentorship and design critique, while personally owning 0-to-1 design initiatives as an IC.
- Designed and ran structured alpha and beta programs for Pages, recruiting customers, facilitating sessions, and using findings to iteratively shape the product before full launch.

### Senior Product Designer, MindBeacon

May 2021 - May 2022

(Acquired by CloudMD) - Toronto (Remote)

- Owned end-to-end design across a mental health platform bridging therapists and clients, from discovery and research through to developer handoff.
- Defined and led research studies using user interviews, usability testing, and synthesis to inform product direction and roadmap scoping.
- Collaborated with leadership to improve design systems scalability, streamline design-to-development processes, and contribute to the company roadmap.

## Senior Product Designer, Rise People - Vancouver (Remote)

May 2020 - Apr 2021

- Built and documented Rise's design system from the ground up, unifying the platform around a single design language across HR, Benefits, and Payroll products.
- Improved information architecture, navigation, and UI across existing products as part of a platform-wide redesign initiative.
- Conducted user interviews, platform audits, design workshops, and usability testing in close collaboration with product managers.

## Senior Product Designer, Mogo - Vancouver

Mar 2018 - Mar 2020

- Designed features across Account, Card, and Loan products including MFA, account dashboards, in-app messaging, notifications, and a main dashboard redesign.
- Worked closely with Product Managers and Solution Architects to define product strategy, owning design from research and prototyping through to development handoff.
- Contributed to the design system and established shared design standards in collaboration with the broader design team.

## UX/UI Design Lead, Eventbase - Vancouver

May 2015 - Jan 2018

- Grew from individual contributor to leading a team of 5 designers, overseeing quarterly planning, research, IA, prototyping, and visual design.
- Led the transformation of Eventbase's platform from an app framework to a client-centered SaaS model, enabling enterprise clients to scale their events.
- Designed mobile and web event experiences for large-scale events including CES, SXSW, and Comic-Con, as well as enterprise events for Microsoft, Cisco, and Citrix serving tens of thousands of attendees.

## SKILLS

### Core Competencies

Product Strategy & Vision Alignment, Complex Problem Framing, Stakeholder Alignment, Platform Design, Systems Thinking, Design Systems, End-to-End Workflows, Information Architecture, Component and Token Refactoring, Mobile Design, User Testing & Evaluation, Research Synthesis, Design Operations

### Tools

Figma Suite, Miro, Jira & Confluence, Clickup, Notion, Adobe Creative Suite, Affinity

### Methods

Prototyping (Lo/Hi Fidelity), Usability Testing, User Interviews, Secondary Research, Workshop Facilitation, User Flow Mapping, Agile / Scrum, A/B Testing, Accessibility Auditing (WCAG)

## EDUCATION

**Bachelor of Arts, Major in Graphic Design**  
Vancouver Island University - Nanaimo

Graduated 2013

## RECOGNITION

- Event Technology Awards, Eventbase · 2015–2017
- Webby Award, Eventbase · 2017
- Apple Apps We Love, Mogo · 2019