

# RENITA VASWANI

## PRODUCT DESIGNER (UX/UI)

### PROFILE

Product Designer with 5+ years designing enterprise and consumer platforms serving thousands of users across Ontario. Lead end-to-end product design from discovery to delivery, translating complex workflows and regulatory constraints into intuitive digital experiences. Proven impact improving conversion, engagement, and usability through research-driven design and cross-functional collaboration.

### CONTACT

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-  [Portfolio](#)
-  [LinkedIn](#)

### SKILLS

Product Design • UX/UI Design • Interaction Design • Information Architecture • User Flows • Wireframing • Prototyping • Journey Mapping • Product Discovery • Product Strategy • User Research • Usability Testing • A/B Testing • Design Systems • Accessibility (WCAG, AODA) • Cross-functional Collaboration • Agile Product Development • Data-Informed Design

### TOOLS

Figma • FigJam • Miro • Maze • Google Analytics • Hotjar • UserTesting • Adobe Creative Suite • WCAG Evaluation Tools • HTML/CSS

### EDUCATION

#### USER EXPERIENCE DESIGN

##### Graduate Certificate

Humber College

September 2020 - April 2021

#### INTERACTIVE MEDIA MANAGEMENT

##### Graduate Certificate

Algonquin College

January 2020 - August 2020

#### COMPUTER ENGINEERING

##### Bachelor of Engineering

University of Mumbai

July 2015 - May 2019

### EXPERIENCE

#### PRODUCT DESIGNER

##### OCAS (Ontario College Application Service) — Guelph, ON November 2021 - Present

- Lead end-to-end product design across multiple OCAS platforms including OntarioColleges.ca, Transcript Services, OCAS Verify, FNTI and the Vouchers Portal, serving prospective students, colleges, and internal operations teams across Ontario.
- Led the redesign of OntarioColleges.ca, contributing to Apply conversion growth from 27% to 37.8% post-launch.
- Increased program-search-to-Apply conversion from 10.5% to 19.6% through information architecture and discovery-flow optimization.
- Reduced bounce rate from 37% to 32%, increasing engagement from 63% to 68% by simplifying key user journeys and content structures.
- Conduct product discovery, user research, and usability testing, translating insights into user flows, wireframes, prototypes, and high-fidelity UI.
- Introduced UX success metrics (task success, abandonment, satisfaction) into product KPIs to inform roadmap prioritization and iteration.
- Collaborate with product managers, engineers, and stakeholders in Agile teams to deliver scalable platform features and reusable design system components.

#### UX DESIGNER

##### Humber College Faculty of Media and Creative Arts — Toronto, ON May 2021 - August 2021

- Led UX research and interaction design for Tiny Town, a City of Toronto-commissioned VR experience.
- Defined user journeys and immersive interaction flows within a spatial environment.
- Conducted usability testing and synthesized insights to refine navigation clarity and engagement.

#### UX DESIGNER

##### TheAppLabb — Toronto, ON January 2021 - February 2021

- Conducted user research and usability testing to inform client product strategy.
- Designed wireframes and prototypes within Agile teams to support rapid iteration and delivery.