**Nikita Larter**

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Senior Product Designer with 7+ years of experience in enterprise UX, agile development, and web accessibility.
Specializing in responsive web applications for e-commerce, banking, and social media platforms. I strive to
deliver scalable solutions and lead empowered teams.

**Areas of Expertise**

UX/UI Design & Prototyping Information Architecture Team Leadership & Mentoring

Visual & Interaction Design Design Systems Storytelling & Facilitation

User Research & Data Driven Design Web Accessibility Stakeholder Management

**Accomplishments**

* Developed strategic recommendations to reduce cart abandonment rates by 50% and generate an additional $3.6M in annual revenue, presented during quarterly planning.
* Guided the redesign of a social media platform's sign-up process, resulting in a 200% increase in site membership within 6 months.
* Advocated for accessible development practices, leading to the creation of an accessibility roadmap and achieving WCAG 2.0 AA compliance.

**Experience**

**Interaction Designer**, Royal Bank of Canada, Toronto, ON

08/2024 - Current

* Developing digital products that allow personal banking and business clients to provide their tax information online, keeping their accounts up-to-date and streamlining application processes.
* Expanding the KYC to support a wider range of businesses, allowing more clients to easily update their profiles, apply for products and accounts, and meet regulatory compliance.
* Mentored 5 interns during a 2-month design thinking course, supporting research, ideation, and solution refinement, resulting in a successful business pitch for the 2025 Indigenous Development Program.

**Senior Experience Designer**, Thoughtworks, Chicago, IL

11/2022 - 08/2023

* Created a prioritized UX backlog for sprint planning by conducting a thorough UX audit, integrating research insights, and collaborating with cross-functional teams.
* Developed and delivered strategic recommendations for quarterly planning to reduce cart abandonment by 50% by synthesizing analytics and user research insights.
* Enhanced product design capabilities by actively participating in design reviews, critiques, and mentoring 4 junior designers, resulting in improved visual design and implementation.

**Experience Designer**, Thoughtworks, Chicago, IL

08/2019 - 11/2022

* Collaborated with product and engineering to shape two features for a social media platform, translating user research insights into design artifacts, and producing wireframes, mockups, and prototypes for development.
* Led the strategic redesign of a social media platform's sign-up process, utilizing our updated design system, which contributed to a 200% increase in site membership over 6 months.
* Guided the adoption of accessible development practices and oversaw the creation of an accessibility backlog for WCAG 2.0 AA compliance.

**UI Designer**, Home Depot Canada, Toronto, ON

02/2019 - 07/2019

* Collaborated with the analytics team to develop personalized My Account features, using research to enhance self-serve capabilities and improve user experience.
* Applied design heuristics to create responsive templates for Home Services, improving conversion rates.

**Visual Designer**, TELUS Digital, Toronto, ON

05/2016 - 07/2018

* Automated and evolved the online phone purchasing flow, enhancing security and accessibility compliance.
* Conducted A/B and usability tests with the analytics team to drive improvements in conversion rates.
* Contributed components into the digital design system, enhancing the visual consistency and usability of checkout journeys.

**Education**

**Bachelor of Global Business and Digital Arts, Honors**

University of Waterloo, 2017

**Tools**

Adobe Illustrator, Adobe Photoshop, Confluence, Figma, G Suite, JIRA, Microsoft 365, MURAL, Sketch, Zeplin.