

SARA-MICHELLE OUELLET

saramichelleo@outlook.com | 289-387-0189 | Toronto | [Portfolio](#) | [Linkedin](#)

An innovative Senior Product Designer with 10+ years optimizing e-commerce platforms for OMNI channel presence. Demonstrated expertise in product management, CMS integrations, improving navigation, optimizing product pages, streamlining checkout processes, and ensuring effective acceptance criteria while understanding the needs of the business.

I am well versed in **AI tools** and how they integrate into the Design process, including Stella, Miro Ulzard, Kraftful, Relume and NotebookLM and have supported by leveraging them, resulting in higher and faster output.

PROFESSIONAL EXPERIENCE

Principal Designer and UX Consultant | Sara Michelle Designs Inc. | Toronto | 2018 – present

Working with clients and their design teams to accelerate projects and align the business objectives with the user experience. I offer services in both long term and short-term projects, side usability auditing, accessibility audits, roadmap prioritization and business strategy. I have led wireframing and all design iteration, spearheaded UX research, created comprehensive Design Systems and Component Libraries to allow them to scale, and dive deep in data to help validate design direction.

- Built a Component Library supporting a site redesign within 1 month for a client, allowing them to test site elements through plug and play variants resulting in a **30% increase in conversion**
- Crafted a well-researched Subscription flow study, leveraging data and user interviews to steer the design direction that amounted to **retaining subscribers for twice as long**
- Executed an end-to-end elevated D2C site optimization for a client ahead of schedule, allowing me to create a custom Design System for them to retain for future iterations

UX & Product Design Manager | G Adventures | Toronto | April 2024 – May 2025

Managed a team of 3 designers to help align the business objectives with the needs of the users.

We conducted usability audits, user research and interviews and presented findings cross functionally to provide insights to our design decisions.

- Increased checkout conversions by +16% because of effective user research, a usability audit and designing solutions that reduced friction
- Built an internal system of a component-first design strategy for site wide elements that would be migrated into a CMS, which will allow stakeholders to build 50% more new pages in the time it took prior

Senior Product Design Lead | Knixwear | Toronto | April 2022 – September 2023

Led the design team's efforts of optimizing user journeys, increasing conversion, and reducing returns by providing users with more product information leading to more confident purchases. Collaborated closely with stakeholders to shape and enhance Knixwear's digital products, driving business growth and strengthening the brand's online presence. Drove continuous online improvements through regular user testing, data analysis, and comprehensive stakeholder updates.

- Increasing bra sales by +9% through the ideation and build of a market-first online Bra Calculator that also saw the category decrease in online returns by -15%
- Facilitated the creation and evolution of a cross-brand Design System during the Knix and KT merger and ensured components could be easily transferred, maintained consistent branding, and aligned with localization-driven functionality and legal requirements

Senior Product Owner | Canada Goose | Toronto | November 2021 – April 2022

Owned the pre-purchase customer journey optimizing the path to purchase. Collaborated cross-functionally to define the product strategy, create meticulous documentation, user stories, and acceptance criteria.

- Contributed to the **+120% engagement across all touchpoints** for the flagship North American site thanks to effective change management, effectively communicating UX/UI changes, crafting comprehensive user stories and ensuring seamless execution of global e-commerce responsibilities
- Ensured validation of usability concerns, solved design problems, and anticipated technical questions for global e-commerce responsibilities

Senior UX Designer | One Kings Lane, Z Gallerie | Toronto | September 2020 – November 2021

Successfully implemented a comprehensive UX strategy across all product lines following the acquisition. Leveraged extensive user research, A/B tests, competitive analysis, and data analysis to optimize merchandising and UX strategies, delivering a **+15% lift in the checkout process**. Created a Design System in tandem with the Checkout product, ensuring scalability of the elements to be used across 3 brands (One Kings Lane, Z Gallerie and Sur la Table).

- **Increased their checkout conversions by +4%** on a project that aimed to unify the checkout experience for cross pollinating shoppers at 2 brands
- Pioneered an innovative design system that empowered users to custom design their own furniture, leading to a repeatable engagement model. This breakthrough facilitated real-time merchandising changes without any impact on the engineering team

Senior Visual Product Manager | Toronto

URBN (Anthropologie, Urban Outfitters) Sept 2015 – Jan 2019

Nordstrom, Mendocino, Kate Spade, Tommy Hilfiger Dec 2011 – Sept 2015

Managing the brand experience, I determined customer flow based on store layout, zoning, display placement and sell through rate depending on how focal assortments were. Leveraging data from website messaging, customer surveys, social engagement, department penetration and traffic patterns.

- Successfully led and **managed a team of 12+** while developing impactful in-store and online merchandising initiatives, social media campaigns, and digital content creation
- **Achieved a +11% fiscal increase and maintained an average +36% conversion rate in a \$4M location**
- Created marketing content plans and graphics for social media, digital marketing, and in-store merchandising, maintaining a consistent brand message across OMNI channels
- **Achieved a +64% engagement rate**, driving business goals and enhancing brand visibility

EDUCATION

Career Foundry, UX Immersion Certificate, Completed in 2019

Career Foundry, Front End Development Certificate, completed in 2019 Seneca College, Fashion Business and Merchandising Program, Completed in 2013