

ANAS RAZA

PRODUCT DESIGNER

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Product designer with 7+ years across web and product, and a Master of Design from OCAD University. I design systems and ship them — an AI-equipped workflow that takes products from research to design system to deployed code. Recently: designed, built, and shipped a daycare communication app now in live pilot; delivered a measured behavior-change program for a community health organization; rebuilt a UK manufacturer's brand architecture online.

CORE SKILLS

Product Design · Design Systems (tokens, components) · Figma · User Research & Usability Testing · Wireframing & Prototyping · Interaction Design · Accessibility (WCAG) · AI-Assisted Development (Claude Code) · HTML / CSS / JavaScript · WordPress / Elementor · GA4 & Search Console · A/B Testing & Heatmaps

EXPERIENCE

Product Designer & Founder — Pebblr (daycare communication app) · 2026 – Present

- Designed and shipped an end-to-end daycare product — pickup coordination, meal tracking, privacy-first photos — now in live pilot across 4 daycares.
- Built the design system in Figma and used it as the build spec for AI-assisted development — no handoff loss between design and code.
- Designed privacy as architecture: photos bypass provider devices and auto-delete after 7 days, where incumbent daycare apps accumulate them indefinitely.
- Automated pickup coordination, eliminating the provider's daily manual reminder texting.

Digital Engagement & Content Designer (Contract) — HIV Buddies, Toronto · Jun – Oct 2025

- Designed brand, website, postcards, and multilingual AI-avatar videos for a community health network serving South Asian, MENA, and Muslim communities, in partnership with PWA Toronto.
- Campaign reached 500+ South Asian gay men and produced ~100 registrations at a Toronto PrEP clinic through its referral pathway.
- Designed for consent in a stigma context — illustration and AI avatars instead of real faces, keeping content shareable where visibility carries risk.

Web & Product Designer — Freelance · 2017 – 2025

- Breasley (UK mattress manufacturer): brand architecture and website uniting an affordable and a luxury brand for three audiences; built its first design system. Measured: Lighthouse performance 41 → 70, best practices 54 → 100.
- Delivered responsive, WCAG-conscious WordPress/Elementor sites (Small World Music, Mlily); research, usability testing, and iteration against GA4, heatmap, and A/B data.

Operations Manager, IT & Web — Mlily Canada · 2016 – 2017

- Managed digital assets and web-systems integration; connected inventory and accounting workflows to web portals.

Front-End Developer — Intelligent Technology Solutions, Islamabad · 2010 – 2014

- Built responsive interfaces; converted high-fidelity designs into pixel-perfect pages; customized WordPress themes and plugins.

EDUCATION

Master of Design, Digital Futures — OCAD University · 2022 – 2024

Thesis: Play to Pay — a location-based multiplayer AR retail game (published academic paper).

Bachelor of Design, Digital Futures — OCAD University · 2018 – 2022

CERTIFICATIONS

Dynamic UX: Design & Usability · Design Thinking · UX Management (IxDF) · Web Accessibility WAI0.1x (W3Cx / edX)