

Aaron Cappuccio

PRODUCT DESIGNER

UX/UI • Interaction Design • Research • Design Systems • Digital Strategy

aaron.cappuccio@gmail.com

647-860-7059

acapp.ca

[LinkedIn](#)

Toronto, ON

PROFESSIONAL SUMMARY

Product Designer with experience across UX, interaction design, and research, designing intuitive digital products and simplifying complex workflows across web and mobile. Skilled in translating user needs, business requirements, and research insights into clear, scalable product experiences.

WORK EXPERIENCE

Product & UX/UI Designer | Freelance

DEC 2025 – PRESENT

- Partner with small businesses to design and improve responsive digital experiences across websites, e-commerce, service discovery, and customer-facing workflows.
- Lead projects from requirements gathering and information architecture through wireframing, high-fidelity UI, prototyping, responsive design, and implementation support.
- Create reusable design patterns and visual systems that improve consistency across digital products, marketing touchpoints, and brand experiences.

Selected clients: Monlis Homes, Hestia Design & Build, Maneuver Men's Grooming, Aerova, and Toronto Centre of Learning and Development.

Product Designer / All-Risks Insurance Brokers Limited | Contract

MAY 2025 – DEC 2025

- Redesigned end-to-end digital quote, policy comparison, and renewal workflows across desktop and mobile, contributing to an increase in digital conversion from 1.2% to 4.4% and quote-to-close rate from 15% to 27%.
- Built and maintained a shared responsive design system with 250+ components, establishing reusable interaction patterns and accessibility standards across product and engineering.
- Partnered with product stakeholders and developers through discovery, design reviews, and implementation, translating business requirements into workflows, acceptance criteria, and implementation-ready designs.

UX/UI Designer / Fisheries and Oceans Canada, Government of Canada | Co-op

JAN 2025 – APR 2025

- Redesigned key experiences within a data-dense federal research platform, improving information architecture, filtering, progressive disclosure, and content discoverability for scientific users.
- Synthesized research, stakeholder feedback, policy requirements, and usability findings to identify friction points and translate them into improved workflows and interface concepts.
- Translated validated concepts into interactive wireframes and high-fidelity specifications, giving developers clearer implementation-ready flows and reducing ambiguity during handoff.

UX/UI Designer / University of Toronto | Internship

APR 2024 – SEP 2024

- Designed mobile and desktop interaction flows for complex administrative tasks, using low- and high-fidelity prototypes to validate structure, edge cases, and state changes before build.
- Conducted research workshops with departmental stakeholders and users to restructure navigation and content for a course information website, improving task-based wayfinding.

ADDITIONAL EXPERIENCE

Marketing Communications Coordinator / York University | 2022

Created accessible digital and print communications across social, email, web, and promotional channels, supporting student outreach and engagement.

Graphic Designer & Marketing Coordinator / Muskoka Audio Video | 2021–2022

Designed marketing and client-facing materials while translating technical product information into clear, accessible visual content.

Fitness Coach / Freelance | 2020–2022

Built long-term client relationships through active listening, personalized coaching, and clear communication, independently managing programs, progress tracking, and ongoing client needs.

EDUCATION

University of Toronto

Master of Information
User Experience Design
SEP 2023 – MAR 2026

York University

Honours Bachelor of Arts
Communication and Media Studies
SEP 2019 – JUN 2023
Summa Cum Laude

SKILLS

Product Design: Interaction Design
· User Flows · Wireframing · Rapid Prototyping · Responsive Design · Design Systems · Data Visualization

Research & Strategy: Product Discovery
· Discovery Conversations · User Research · Usability Testing · Requirements Gathering · Information Architecture · Stakeholder Communication

Product Delivery: Accessibility / WCAG
· Design QA · Developer Collaboration · Requirements Synthesis · Design Rationale & Trade-offs · Agile Collaboration

Tools: Figma · FigJam · Figma Make
· Framer · Miro · Storybook · Jira
· Adobe Creative Suite · ChatGPT · Claude
· HTML/CSS · JavaScript · V0 · Cursor

VOLUNTEER

Design Student Mentor

York University | 2022

Mentored student teams in research, ideation, wireframing, and prototyping to refine their projects.

SELECTED PORTFOLIO WORK

Insurance Quote & Renewal

Simplified complex quote, comparison, and renewal workflows.

Fisheries & Oceans Canada Dashboard

Improved filtering, navigation, and data discovery for scientific users.

Responsive Design System

Built 250+ reusable, accessible components for consistent product experiences.