

Eli Peters

SENIOR PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

SCOTIABANK - CARIBBEAN & CENTRAL AMERICA

10/2021 - Present
Toronto / Santo Domingo

Lead Product Designer

- Currently leading multiple design initiatives of Digital Sales products offered in 10 countries.
- Design targeted offer campaigns and complex onboarding flows, presentment of campaigns, handling call to actions on the campaigns and hand off to fulfillment systems.
- Collaborate and coordinate with stakeholders in multiple geographic regions.
- Create complex interaction patterns and introduced to enterprise design system.
- 72% increase in acceptance of targeted offers as of September 2022.
- Trending NPS increase from "Passive" to "Promoter" over FY2022.

RBC ROYAL BANK

11/2019 - 09/2021
Toronto

Senior Interaction Designer

- Redefined and designing next generation business banking.
- Collaborated regularly with designers and product partners across the organization.
- Created process flows and interactions, design assets including user scenarios, user ecosystem diagrams, competitor analyses, prototypes, and visual designs.
- Contributed complex interaction patterns to the RBC design system.

SUN LIFE FINANCIAL

08/2018 - 11/2019
Toronto / Montreal

UX Design Lead

- Led design of digital products with a focus on the mobile channel.
- Advocated for, and drove UX strategy within the organization.
- Developed user scenarios, user flows, design concepts, and prototypes.
- Planned and executed user research and testing to validate and refine designs.
- Ensured user and business needs were consistently met by providing holistic oversight.

Senior UX Architect

12/2017 - 08/2017

- Worked in tight-knight cross-functional teams in an Agile environment.
- Designed, tested, and launched Canada's first digital disability product for web and mobile.
- Drove improvement of processes and recognition of the value of UX across the company.

CI GLOBAL ASSET MANAGEMENT

12/2015 - 07/2017
Toronto

Senior UX/UI Designer

- Designed and developed responsive sites, apps, and internal dashboards in an Agile environment.
- Brainstormed strategic approaches to enhance corporate presence online.
- Ensured pixel-perfection, brand guidelines, and creative integrity were always maintained.

IBM CANADA

04/2012 - 02/2015
Toronto / Calgary / Seattle

Senior UX Consultant

- Engaged clients in industries such as banking, insurance, energy, and retail.
- Performed heuristic evaluations of existing solutions.
- Created wireframes, storyboards, use case scenarios, design specifications, and prototypes.

SKILLSET

INDUSTRY KNOWLEDGE

User Experience Design
Interaction Design
User Interface Design
Information Architecture
Competitive Analysis
User Research
Wireframing
Rapid Prototyping
User Personas & Scenarios
User Flows
User Testing
Design Systems
WCAG (Accessibility)

TOOLS

Figma
Sketch

PROJECT MANAGEMENT

Agile Scrum / Kanban
Jira / Confluence
Miro / Mural
Notion

CODING

HTML
CSS / SASS
JavaScript

SPOKEN LANGUAGES

English
Russian
Ukrainian

EDUCATION

Sheridan College - 2005
Business Administration