

# Mike Petro

Product Designer

I'm a product designer living in Burlington and currently working at Veeva Systems on a small team building and enhancing a brand new product called QuickVault.

I am a high energy person who likes to learn new things and overcome challenges as well as a creative thinker who enjoys working in a team environment. As a hard working individual striving for excellence I would be an asset to any organization.

## Experience



### Sr. Product Designer at Veeva Systems (QuickVault)

Apr 2022 - current

- Lead the design of a brand new QMS application which supports document management, training, and MedTech product development
- Build a brand new design system, which is flexible and can scale
- Create user flows, and wireframes to support new concepts
- Rapid prototyping concepts to test with customers
- Assist with backlog refinement and prioritization
- Collaborate closely with engineering as features are built
- Contribute to roadmap/strategy discussions with other teams
- Write user stories for sprint planning



### Sr. Product Designer at Book4Time

Jul 2021 - Apr 2022

- Built and maintained a design system of reusable components
- Designed a brand new experience for couples booking
- Create rapid prototypes to test new concepts
- Create high def mockups, user flows, personas
- Document design/feature requirements
- Assist with UX research
- Assist with backlog refinement and prioritization
- Assist with Roadmap and strategy planning



### Sr. Product Designer at Leonardo

Jan 2015 - May 2021

- Create user flows, wireframes and high def mockups
- Design responsive website templates which focus on conversion
- Design features and enhancements for the multiple product lines
- Maintain and enhance design library of UI Components
- Prototype complex interactions when needed
- Create detailed specs, documentation and user stories
- Contribute to roadmap/strategy discussions with other teams
- Design responsive website templates
- Assist with user research, customer calls, and A/B testing

## Details

[www.mpetrodesigns.com](http://www.mpetrodesigns.com)

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Burlington, Ontario

## Main skills

Figma / Sketch

Product design

Prototyping

React MUI

UX Research / Testing

Responsive design

Adobe Suite

## Interests / Hobbies

Snowboarding

Hockey

Baseball

Music

DIY / Carpentry

## Experience (cont.)



### UI/UX Designer at ittravel2000

Sep 2011 - Dec 2014

- Enhanced the booking funnel to focus on conversion
- Redesigned the booking flow based on user feedback and studies
- Re-branding / styleguide creation and maintaining
- Marketing campaigns (banner ads, promotional pages)
- Email Blasts (ie. custom designed and coded email templates)
- Facebook cover photos and other graphic design work



### Web Designer at Red Tag Vacations

Sep 2008 - Sep 2011

- Designing marketing campaigns from tour operators
- Redesigning sections of the website, including a new homepage
- Designed and coded front-end widgets (image sliders, galleries etc.)
- Involved in redesigning and coding the check-out booking path
- Designed print ads for newspapers and billboards

## Education



### Rich Media at Humber College

Sep 2007 - Apr 2008 · Toronto



### Multimedia Design & Production at Humber College

Sep 2005 - Apr 2007 · Toronto