

Jason Somai | Product Designer | Complex Workflows & Design Systems

📧 jasonsomai.com 📧 jsomai458@gmail.com 📞 647-292-8177 📍 Toronto, ON

Summary

Product designer with 8+ years turning complex, high-stakes workflows into clear, usable experiences. Built a design system from scratch at Ontario's largest utility and redesigned dense self-service journeys that measurably reduced friction. Strong systems thinker with production HTML/CSS/JS skills and formal product training (BrainStation Product Management), comfortable owning the full arc from discovery and problem framing through prototyping and implementation support.

Experience

UX Design & Development Manager – Hydro One Jun 2022 – Present

- Led design system initiative from conception through adoption: architected component library, established governance framework. Achieved adoption across internal design/dev team and external vendor partner, design-to-dev time by 30% while ensuring WCAG 2.1 AA compliance at scale.
- Directed UX and content improvements that earned Hydro One's public-facing site a **#7** ranking in E-Source's 2025 evaluation of **100** utility websites.
- Managed a team of designers, developers, providing mentorship, code reviews, and design direction. Drove design system adoption through clear governance and demonstrated value.
- Redesigned critical customer journeys (moving, billing, rate information) using qualitative research, internal user testing, and behavioral analytics; **increased engagement by 30%** and reduced support burden.
- Grew organic traffic **40%** and **reduced bounce rates 15-30%** through UX optimization, technical SEO, and user behaviour tracking.

UX Designer & Developer – Hydro One Jun 2021 – Jun 2022

- Built UX practice as first design hire, introducing design systems, analytics, and user-centered methodology
- Designed and implemented responsive web experiences while optimizing for performance and accessibility
- Collaborated with stakeholders to translate business requirements into user-centered design solutions, reducing revision cycles through prototyping and validation

Developer Manager/Consultant – Ferraz Creative Jan 2019 – Jun 2022

Mentored junior developers to improve web development skills. Built responsive, optimized websites that reduced load times and improved UX.

UX Designer & Developer – Canadian Tire Jan 2020 – Jun 2021

Designed prototypes to align with stakeholders, improving UX on an internal platform. Automated content generation using Handlebars.js and JSON, streamlining and increases efficiency.

Web Developer & UX Specialist – Eden Advertising 2017 – 2019

Enhanced UX and SEO by designing sitemaps, wireframes, and user flows. Developed responsive, high-performance websites optimized for conversions.

Project Manager & Web Developer – napkinmarketing 2016 – 2017

Led web projects, designing wireframes and custom WordPress themes. Used Asana for efficient task coordination.

Skills

Product Design: User experience design • Design systems • Information architecture • Interaction design • Prototyping • Wireframing

Technical: HTML • CSS • JavaScript • jQuery • WCAG accessibility • Performance optimization •

Tools: Figma • Sketch • Webflow • WordPress • Shopify • AI Coding & Design (Claude Code, Figma AI, Cursor AI, GitHub Copilot)

Strategy: Behavioral analytics • Data-driven design • Agile • Team leadership • Cross-functional collaboration • Product & Requirements Definition

Education

AI Product Management
User Experience Diploma
Bachelor of Arts Degree in
Information Technology
Computer Systems Analyst
Diploma

Brainstation 2026
Brainstation 2018
York University
2014 – 2017
Sheridan College
2010 – 2013

Side projects: Tally (Android app in development) • KH Fan website (34k impressions / 2.4k clicks in 3 mo.)