

I want to work with people who believe design should make life better.

I bring over 15 years of experience in brand, user experience, and product design. I've worked with companies like Roche, Johnson & Johnson, Listerine, TRESemmé, Degree, Knorr, Becel, The Body Shop, Mitsubishi, Jeep, as well as startups in fintech, AI, healthtech, and lifestyle. My focus has always been the same: create experiences that are simple, clear and memorable.

My approach is rooted in human-centered design. I work to connect brands with people in meaningful ways, blending creativity and strategy with an eye for detail. I enjoy leading teams as much as working hands-on, and I thrive in environments where design, technology, and culture intersect.

Right now, I'm focused on exploring ways AI and technology can better integrate in the product design process and help companies bring strong ideas to market with craft and impact.

Thank you for taking the time to read my cover letter.



📧 designforhumans.ca
📞 +1.416.887.0389
✉️ radoslav@gmail.com

Case studies not in my public portfolio:

- [Latest Projects](#)

Long-Form Case Studies

- [Roche Sugar View](#)
- [WellCube](#)
- [Roche Web Healthcare Platform](#)

CORE EXPERTISE

UX/UI Craft: Web, Mobile, Cross-Platform · Interaction Design & Microinteractions · Accessibility (WCAG 2.1+) · Prototyping & Design QA

Systems & Leadership: Component Libraries · Design Systems Strategy · AI-Augmented Workflows · Mentorship & Team Development · Cross-Functional Collaboration

EXPERIENCE

William Thomas Digital — Design Director (IC + Leadership) | 2024 – Present

Overall: Strong focus on visual design and the integration of ai tools into product design process (UX and Ui)

- **Own the full design output** across all agency projects, ensuring quality and consistency
- **Designed AI-augmented workflows:** boosted design throughput by ~50% and improved consistency across multiple projects
- **Introduced design-to-code AI tools into workflow:** shortened design-to-code cycle by ~90%, increasing delivery speed and effectively eliminating the “hand-off” stage.
- **Prototyped 2 AI-driven UX research tools:** accelerated interview -to-journey mapping process by 200%.
- **Currently experimenting with:**
 - Building a Tiny Figma Plugin Tool that can assist designers with inspiration and prototyping, Speed up creation of high-fidelity designs, integrate a chosen design system and provide AI-assisted design variations for creative exploration.
 - Prototyping a tool that leverages real food data to trace the origin of grocery items in Canada, map their journey to the store, and analyze the associated costs.

Delos Living, LLC (NYC) — Principal Product Designer (Ui) | 2022 – 2024

- **Designed cross-platform UIs** spanning web, mobile and IoT displays, emphasizing clarity and usability.
- **Delivered modular design system:** which accelerated UI delivery and raised design consistency across 3 product lines.
- **Introduced design-to-code reviews:** strengthened design quality and sped up dev alignment by ~50%.
- Acted as **Principal Visual Designer**, mentoring contractors while owning critical flows.



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EXPERTISE

(continued)

Wunderman Thompson (NYC) — Product Design Lead (Contract) | 2021 – 2022

- **Built scalable component library:** improved design reuse and sped up production by 25% across business units.
- Designed high-quality accessible UIs serving ~3M annual visitors, improving brand clarity and trust.
- Supported internal client team adoption, ensuring sustainable design quality post-handoff.

Rangle.io — Visual Design Director (Hands-on IC + Team Lead) | 2018 – 2021

- Hands-on design leader who helped transform Rangle from a software development shop into a forward-thinking digital consultancy.
- Led design engagement with Roche, Rangle's largest client for three years, establishing design processes, mentoring the design team, and building long-term client relationships that ensured sustained success.
- Established UX/UI design as a core business driver, delivering measurable value that fueled company growth—from 120 to 310 employees—and global expansion into Amsterdam, Atlanta, and Japan, all within six months.

Head of Design — Ariad Communications | 2014 - 2018

- Managed a team of 6 designers and 9 contractors across CPG, healthcare, and financial projects.
- Designed campaigns and digital experiences for clients such as TRESemmé, Degree, Knorr, Becel, The Body Shop, Johnson & Johnson, RBC, and The Body Shop.
- Guided day-to-day design work, supported team growth, and maintained strong client relationships.

To see my full work experience, please check out my [Linked In profile](#).