

KIM BROOKS

SR. PRODUCT DESIGNER | DESIGN SYSTEMS

PROFESSIONAL EXPERIENCE

Scotiabank | Sr. Digital Product Designer (Design Systems)

July 2024 - Present

- Design led the successful amalgamation of two enterprise-grade design systems (Scotiabank and Tangerine) into a unified, scalable framework.
- Defined and scaled comprehensive design tokens, component specifications, interaction behaviors, accessibility standards, and usage guidelines in an agile environment.
- Scaled 4 brand themes, each with light and dark mode, into variables
- Maintained Scotiabank's global design system, enabling consistent, accessible experiences across platforms for 25 M+ daily users.
- Supported 52 design teams by delivering a centralized, flexible design system that accelerated product development and improved design consistency.
- Served as subject matter expert in accessibility reviews, Office Hours, and stakeholder demos—guiding teams on inclusive design best practices.
- Collaborated with a cross-functional team of 14, including iOS/Android/Web developers, accessibility specialists, visual designers, and product design leadership.

SafeContractor, Alcumus | Design System Product Designer

Mar 2023 - May 2024 (1 year, 2 months)

- Successfully launched a unified design system that heavily reduced design and development inconsistencies.
- Utilized Jira to organize a roadmap and execute work in a Scrum environment. Enabled transparency of design system standpoint, greater efficiency, and clarity of work required.
- Increased design efficiency by 25% by creating and implementing reusable accessibility compliant components, recognizable UX patterns, and standardized processes.
- Conducted user research and usability testing to refine design components, enhancing overall user satisfaction.
- Created and maintained structured design tokens across UI Kit and Engineering, utilizing Tokens Studio, providing efficient product scalability.
- Enhanced Figma UI Kit by optimizing variables for dark mode and secondary product lines, improving design delivery time by 5%.
- Provided QA reviews of component and style changes utilizing Chromatic and GitHub pull requests prior to release.
- Documented clear design guidelines, principles, and best practices in Zeroheight to facilitate the adoption and consistent use of the design system.

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iQmetrix | Product Designer

Jan 2019 - Jan 2023 (4 years)

- Utilizing agile design thinking frameworks & methodologies, redesigned and launched key features for desktop, iOS, and Android platforms that improved user engagement by 10%
- Revived the stagnant Design System and became primary POC, contributor, and manager
- Facilitated internal workshops and presentations to gain understanding and alignment of business goals and adoption.
- Composed and managed complex UI kits and built hi-fi templates and highly interactive prototypes.
- Enriched UI for company rebrand, producing a comprehensive product style guide.
- Resolved design operation inefficiencies proactively to improve efficiency and quality in team processes.

PerfectMind | User Interface Designer

Feb 2018 – Jan 2019 (1 year)

- Restructured and applied a new style guide and UI kit; set rules, specifications, guidelines, and look of products, increasing user engagement by 25% and reducing bounce rates by 20% across all devices.
- Enforced consistency with a source-of-truth document to support 200 cross-team personnel
- Designed product feature UI's in an agile environment utilizing Sketch, Zeplin, and InVision.
- Adhered to design principles, patterns, and responsive practices, ensuring WCAG compliance

EDUCATION

BCIT: Digital Design & Development (with distinction)

Diploma: Oct 2014 – Jun 2016

Brainstation: User Experience Design Specialization

Certificate: Oct 2016 – Dec 2016

HARD SKILLS

- Figma power user
- Information architecture
- Visual design
- Accessibility
- Technical concepts

SOFT SKILLS

- Communication
- Strategic thinking
- Adaptable
- Collaboration
- Receptive to feedback