

# Aaron Cappuccio

## UX / Product Designer

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### Work Experience

#### Freelance / Product Designer

DEC 2025 - PRESENT

Design end-to-end digital experiences for clients across **finance, e-commerce, and SaaS**, turning business goals and user needs into clear product flows, high-fidelity interfaces, and developer-ready prototypes. Partner directly with clients to define scope, test ideas, and iterate toward simpler, more consistent experiences that are ready to ship.

#### All-Risks Insurance Brokers / Product Designer

MAY 2025 - DEC 2025 | CONTRACT

Redesigned quote and policy-comparison journeys so customers could understand complex coverage and pricing with less friction. Streamlined **4 core self-service workflows** - policies, payments, documents, and account information - into clearer task flows, while translating regulatory and technical constraints into accessible UI patterns. Partnered with product and engineering from discovery through handoff to improve consistency across the customer experience.

#### Fisheries and Oceans Canada / UX/UI Designer

JAN 2025 - APR 2025 | CO-OP

Redesigned a data-heavy research platform used by scientists and government stakeholders. Usability testing and workflow analysis surfaced navigation, filtering, discoverability, and information-architecture issues; findings were translated into prioritized flows and high-fidelity concepts that made complex ecosystem information easier to scan and act on.

#### University of Toronto / UX/UI Designer & Researcher

APR 2024 - SEP 2024

Led research and interaction design across university digital experiences, turning usability findings into clearer information architecture, user flows, prototypes, and accessible interface recommendations. Improved task clarity by aligning navigation and content structure with observed user needs.

#### Freelance / Personal Trainer & Fitness Coach

JUL 2022 - SEP 2024

Built individualized strength and fitness programs, using progress tracking and ongoing feedback to improve adherence and support long-term client goals.

#### Muskoka Audio Video / Sales Associate

MAR 2021 - JUN 2022

Helped customers choose home audio and video solutions by translating needs, budgets, and technical requirements into clear product recommendations and a confident purchase experience.

### Education

#### University of Toronto / Master of Information

SEP 2023 - MAR 2026

Focus: Product design, interaction design, user research, information architecture, usability testing, and accessibility.

#### York University / BA, Communication & Media Studies

SEP 2019 - MAR 2023

Focus: Digital media, communication, audience analysis, and human-centered communication.

### Skills

**Design:** Product design • Interaction design  
• Information architecture • User flows • Wireframing • Prototyping • Design systems  
• Responsive design • Journey mapping

**Research:** User research • Usability testing • Research synthesis • Stakeholder interviews  
• Heuristic evaluation • Accessibility / WCAG

**Product:** Requirements translation • Cross-functional collaboration • Product thinking • Workflow design • Problem solving

**Tools:** Figma • Sketch • Adobe Creative Cloud • Maze • Hotjar • Jira • Confluence  
• Mixpanel • Google Analytics

**AI & Prototyping:** ChatGPT • Claude • v0 • Cursor • HTML/CSS