

# Nathan Sorochan 🙌

Senior Product & UX/UI Designer. Startup & SaaS friendly, code capable, old dog designer that loves to learn new tricks.

+1 250 884 6456

nathansorochan@gmail.com

www.nathansorochan.com

www.linkedin.com/in/nathansorochan

## Design Software

Sketch  
Adobe Creative Suite  
Invision Studio  
Principle  
Figma

## Additional Software / SaaS

Abstract	Mindnode / Mindmeister
Zeplin	Word / Docs
Invision	Powerpoint / Slides
UXPin	Excel / Sheets
Jira	

## Experience Summary

Assoc. Creative Director  
Senior UX/UI Designer  
Senior Web Designer  
Design Project Manager  
Product Designer  
Lead Designer  
Front End Developer  
Adobe CS Instructor  
Freelance Designer  
Corporate Communications  
Web Marketing Consultant

## Career Experience

### Blockstream.io

*All things Bitcoin & Crypto. Green Wallet.*

CURRENT  
APRIL 2020

#### Senior Product & UX/UI Designer

- Tasks:
- Create & maintain a corporate design system
  - Create & maintain product design systems
  - Advocate for the users
  - Focus on usability & accessibility
  - Develop, assess & champion new product features
  - Act as a bridge between departments (design & development)
  - Update the UX/UI of products (Green Wallet) for mobile apps & desktop apps
  - Create guidelines, design systems & specifications for an all products
  - Assist the marketing team in the creation of new assets according to new brand guidelines
  - Learn a lot about blockchain & crypto assets

### Used.ca / Blackpress Media

*Multiple SaaS Classified Products*

APRIL 2020  
JAN 2020

#### Lead Product Designer (Blackpress.ca)

- Additional Tasks:
- Create & maintain a second corporate design system
  - Champion new products & verticals
  - Implement a design team throughout the company, liaising with different departments

JAN 2020  
FEB 2019

#### Senior Product & UX/UI Designer (Used.ca)

- Tasks:
- Create & maintain a corporate design system
  - Advocate for the users
  - Focus on usability & accessibility
  - Develop, assess & champion new product features
  - Act as a bridge between different departments (sales, marketing & development)
  - Update the UX/UI of the entire suite of products (iOS app, Android app, Used.ca City sites & 2 SaaS implementations)
  - Create guidelines, design systems & specifications for an all new consolidation product
  - Update the brand & assist marketing in the creation of new assets

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## Soft Skills

Practices design thinking  
Empathy for all user types  
Excellent information architecture  
Understanding of coding & concepts  
Works well as part of a team  
Strives for engagement of all peers  
Strong collaboration with stakeholders  
UX & microcopy writing

## Client Highlights

Used.ca	Solidus
Hearts & Science	eBillity
Kik Interactive	Trustpipe
Lenovo	HyperScience

## Hobbies & Activities

Photography	Travel
Videography	Art Events
Hiking	Automotives
Camping	Making Things

## Career Experience Continued

### Whiffcraft Naturals

Victoria Online Retailer / Manufacturer

CURRENT  
APRIL 2014

#### Co-founder & Brand Lead

Tasks:

- Provide ownership of the brand, marketing & all creative assets
- Create & maintain all product identities, labels & marketing assets
- Design, develop, maintain & update the ecommerce website
- Work with stakeholders to decide marketing & sales initiatives, supply chain solutions, as well as new product development

### One Net Inc.

Victoria Design & Marketing Agency

JUN 2018  
FEB 2018

#### Associate Creative Director

Additional - Manage design & copy teams  
Tasks: - Manage QA & collab with devs  
- Lead creative sessions

FEB 2018  
DEC 2015

#### Senior Experience & Interaction Designer

Additional - Product design  
Tasks: - Interaction design  
- Usability presentations  
- Mentoring design team  
- Monitor current trends & tools

NOV 2013  
JAN 2010

#### Remote Design Contractor

Additional - Perform all tasks & attend all meetings remotely  
Tasks:

JAN 2010  
JAN 2008

#### Lead Designer

Tasks: - Website / print / digital design  
- Branding & asset development  
- Participate in creative sessions

### Warp Academy

Victoria SaaS Music Training Company

JAN 2015  
NOV 2013

#### Product Designer, Developer & Brand Champion

Tasks: - Redesign the brand, marketing & all creative assets  
- Create & maintain all lesson & product identities & marketing assets  
- Design, develop, maintain & update the ecommerce / education website

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## Career Experience Continued

AUSTRALIAN WORKING HOLIDAY VISA

### Brisbane Institute of Strengths Based Practices

*Brisbane Social Support Company*

JAN 2011 **Social Media Manager / Communications**

AUG 2010

- Tasks:
- Create social media campaigns & creatives
  - Scout locations for upcoming events
  - Create & maintain website

### Matter Solutions Pty

*Brisbane Web & Marketing Agency*

NOV 2010 **Senior Web Designer**

JUL 2010

- Tasks:
- Create & maintain a templating system to quickly service smaller clients
  - Introduce new methodologies for working with multiple similar website structures
  - Design reusable templates for future clients

### Speedwell eBusiness Solutions Pty Inc

*Brisbane Web Development Company*

JUN 2010 **Senior Web Designer**

MAY 2010

- Tasks:
- Provide auxiliary support for an overworked design team

### Silvacom Ltd

*Edmonton Natural Resource Corporation*

JUN 2009 **Corporate Communications**

OCT 2006

- Tasks:
- Internal & external corporate branding
  - Rich media presentations
  - UI & Product Design
  - GIS focused software UI
  - Client design services including large format government presentations, branding, website design & print materials
  - Act as a bridge & a resource between internal departments
  - Manage social club events & company sponsored sports teams

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## Career Experience Continued

### Heritage Community Foundation

*Edmonton based Historical Not For Profit*

JUN 2006 **Design Manager**

OCT 2005

Additional - Manage & schedule design teams  
Tasks: - Coordinate with development, QA & content teams  
- Lead concept sessions

JUN 2006 **Adobe CS Instructor**

AUG 2005

Additional - Teach Flash & Dreamweaver to a class of 12 Aboriginal students over a 6 month period  
Tasks: - Provide additional support for students having difficulties

OCT 2005 **Lead Designer**

JAN 2005

Additional - Perform all tasks & attend all meetings remotely  
Tasks:

JAN 2005 **Flash & Interactive Designer**

OCT 2004

Tasks: - Conceptualize & develop Interactive Flash micro applications  
- Design & create educational web environments

### Sandcastle Inc.

*Edmonton Creative Firm*

MAR 2004 **Design Manager**

DEC 2002

Additional - Manage design & copy teams  
Tasks: - Manage QA & collab with devs  
- Lead creative sessions  
- Conceptualize creative ideas with clients

DEC 2002 **Lead Web Designer**

APR 2002

Additional - Establish design guidelines, standards, & best practices  
Tasks: - Prepare design plans & present website structure, concepts & finished products to clients

APR 2002 **Web Designer**

JUN 2001

Additional - Create web concepts based on lead designer's specifications  
Tasks: - Build out web designs into functioning websites  
- Utilize CMS systems  
- Design visual imagery for websites & ensure they are in line with branding for clients

JUN 2001 **Intern Designer**

APR 2001

Tasks: - Assist lead designer with branding tasks  
- Assist web designer with interactive & website design tasks

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## Education & Conferences

### Social Media Camp Victoria 2019

2019 Canada's largest social media conference. Three days of learning, networking & inspiring conversation

### UX Week 2016 - The Premier UX Design Conference

2016 Design professionals from all over the world gather for four days of community, inspiration & skills building

### Google Academy

2014 Google Ads / Analytics Certification

### The Art of Crowdfunding w/ Ian Mackenzie

2014 Taught by filmmaker & media activist Ian Mackenzie (Occupy Love, Sacred Economics)

### Adobe MAX-The Creativity Conference

2007 Connect. Discover. Inspire.

### NAIT (Northern Alberta Institute of Technology)

2005 Becoming a Master Instructor

### NAIT (Northern Alberta Institute of Technology)

2004 Flash MX 2004 Enterprise-level Development

### Flash in the Can

2004 Flash, Design, Development  
2002

### NAIT (Northern Alberta Institute of Technology)

2002 Digital Arts & Interactive Media Diploma  
2001



For additional career experience, education and skills please see LinkedIn.