



NICHOLAS FAY / UX & DIGITAL PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Lead UX/UI and Digital Product Designer with 10 years leading UX/UI, built on a 20+ year foundation in web and traditional design across enterprise SaaS, agency, and in-house environments. Builds scalable design systems, leads cross-functional teams from research to handoff, and integrates AI-driven workflows that cut production time without compromising craft. Deep background in financial services UX, brand development, and creative direction. Gets complex information in front of people in a way that makes them feel capable rather than confused.

CORE SKILLS

UX: UX Methodologies, Journey Mapping, Information Architecture, Research, Requirements Gathering, User Testing

UI: End-to-End Design, Prototyping, Responsive Web Design, Design Systems, Accessibility

Strategy & Collaboration: Design Strategy, Creative Direction, Client Interaction & Presentation, Developer Handoff & QA

Tools: Figma, AI Tools (Claude, Lovable, ChatGPT, Midjourney), Adobe Photoshop, InDesign, Illustrator, Acrobat, Microsoft Office (Word, Excel, PowerPoint)

PROFESSIONAL EXPERIENCE

Lead UX/UI Designer | [BlueRush](#) | 2023 to 2026

- Owned end-to-end product design for IndiVideo (personalized video SaaS), from research and requirements through interface design, prototyping, user testing, and QA handoff, with a design system built from scratch to support the platform's full feature set.
- Led a brand evolution for BlueRush and IndiVideo, producing a complete visual language covering logo, typography, colour, iconography, and photography, applied across the website, sales materials, and conference assets.
- Integrated AI-driven design workflows that compress production cycle time while maintaining design quality.
- Coordinating and managing freelance designers across concurrent projects, directing creative and brand alignment from brief to delivery.

Senior UX/UI Designer | [BlueRush](#) | 2016 to 2023

Clients: CIBC, TD Bank US, Pacific Life, Equitable Bank, DUCA Credit Union, Pentegra

- Designed and delivered responsive websites, digital tools, loan application flows, and mobile apps across banking, credit union, and insurance sectors.
- Ran client requirements sessions and presented wireframes, user flows, and prototypes directly to stakeholder groups, then shepherded work through development QA.
- Built the sales team's enablement toolkit (master deck, product diagrams, conceptual mock-ups) that contributed to new enterprise account wins.

PROFESSIONAL EXPERIENCE (CONT'D)

Senior Graphic Designer / Creative Lead | [Brickworks Communications](#) | 2010 to 2016

Clients: Multimatic, Coppley, PowerStream, Horizon Utilities, Oakville Hydro

- Primary web designer across client accounts, delivering wireframes, conceptual designs, and full production artwork including the first responsive site for Brantford Power.
- Art Director for Coppley Menswear and Multimatic, developing advertising campaigns across print, web, and video.
- Managed the full print production pipeline for brochures, annual reports, direct mail, and large-format work.

Art Director | [Urban Advertising + Design](#) | 2006 to 2010

Clients: HotRun, Nestlé Purina, Oster Canada, Ross & McBride

- Designed and developed websites end to end as the agency's sole digital specialist, including Oster Canada's main site, the Crocktober and Blendgeneer campaign microsites, an anti-smoking campaign, and ongoing content for the Foodies TV show site.
- Learned HTML and wrote technical specs to bridge design and development with no existing digital infrastructure.
- Delivered the full technical spec and website redesign for Ross & McBride LLP. One of Hamilton's most established law firms.
- Delivered print, POS, brochure, display, and TV commercial creative across the full client roster.

EARLIER EXPERIENCE

Senior Graphic Designer at Computershare (2001 to 2006) and Mediatropolis (1999 to 2001, two Applied Arts awards for website design). Graphic Designer at Microforum (1997 to 1999). Clients included Royal & Sun Alliance, Canon Canada, and Donna Karan/DKNY.

EDUCATION & PROFESSIONAL DEVELOPMENT

Experience Mapping | [Akendi](#) | 2020

HTML / CSS | [Humber College](#) | 2008

Information Architecture | [University of Toronto](#) | 2005

Graphic Design Diploma | [George Brown College](#) | 1994 to 1997

AWARDS

Applied Arts Magazine | [Website Design](#) | 2000

[DeborahCox.com](#)

[DarrinsDanceGrooves.com](#)