

# Soroush Toloue

## Lead UI/UX Designer & Accessibility Specialist

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### Summary

Accomplished **Lead UI/UX Designer** and **Accessibility Expert** with **14+ years of experience** leading **user-centred digital transformation** across **enterprise, public sector, and consumer platforms**. Proven ability to deliver **accessible, intuitive, and scalable** products that meet **WCAG 2.1 AA** and **AODA** standards. Adept in **Design Thinking, Agile methodologies, and stakeholder engagement**, with strong cross-functional leadership. Deep expertise in **user research, accessibility audits, design systems, and enterprise UX**. Trusted by top brands including **Ministry of Health, TD, BMO, EA, and lululemon**.

Skilled in tools and technologies including **Figma, Axure, Sketch, Adobe Creative Cloud, HTML/CSS, React, and Angular**.

### Specialties:

- **UI/UX Design:** Wireframing, Rapid Prototyping, Interaction Design, Mobile-First & Responsive Design, High-Fidelity Prototypes
- **Accessibility & Inclusive Design:** WCAG 2.1 AA, AODA Compliance, Accessibility Audits, JAWS/NVDA Testing
- **Design Tools:** Figma, Axure RP, Sketch, Adobe Creative Cloud, InVision, Zeplin, Miro
- **User Research & Testing:** User Interviews, Usability Testing, Persona Development, Journey Mapping, Data-Driven Insights
- **Design Systems:** Creation, Implementation, and Scaling of Modular Component Libraries
- **Front-End Collaboration:** HTML5, CSS3, React, Angular, Working Closely with Dev Teams
- **Agile & Design Thinking:** Iterative UX Strategy, Scrum Teams, Collaborative Workshops, Lean UX
- **Digital Transformation:** Aligning UX with Business KPIs, Service Innovation, and Roadmapping for Growth

## Lead UI / UX Designer & Accessibility Specialist

Ministry of Health | Toronto, ON

( Nov 2024 – April 2025 )

- Led **strategic UI/UX design** for provincial digital health platforms, ensuring full alignment with the **Ontario Digital Service Standard (DSS)** and **Ontario Design System (ODS)**
- Delivered **end-to-end experiences: user flows, wireframes, journey maps, and high-fidelity Figma prototypes**
- Conducted **manual accessibility audits and usability testing**, achieving full **WCAG 2.1 AA** and **AODA compliance**
- Collaborated with **Agile teams, stakeholders, and developers** to refine requirements and deliver **accessible, scalable UI**
- Improved digital service performance and **user satisfaction**, reducing **drop-off rates** and enhancing **form completion**
- Provided **accessibility mentorship, UI/UX guidance, and process training** to cross-functional teams
- Presented **UX strategy and design recommendations** to **senior leadership**, gaining alignment and approval across departments

## Lead UX Instructor

- Delivered advanced **UI/UX design instruction** focused on **user-centred design**, **accessibility standards (WCAG 2.1, AODA)**, and real-world best practices for **government**, **fintech**, and **consulting** sectors
- Collaborated with **industry experts** to update curriculum in line with **market trends** — including **design systems**, **Agile UX**, and **AI-enhanced workflows**
- Facilitated **hands-on workshops**, **group critiques**, and **capstone projects** covering **user research**, **wireframing**, **prototyping**, and **accessibility testing**
- Provided **individual mentorship** and structured feedback to guide students toward strong **portfolio development**, **strategic problem-solving**, and **business-aligned UX thinking**
- Supported **job readiness** by promoting **leadership-track skills** for design roles at **EA**, **lululemon**, **TD**, **Home Depot**, **BMO**, and the **Ontario government**
- Promoted **inclusive design practices**, empowering students to build products that are **compliant**, **empathetic**, and **accessible from the start**

## Lead Product Designer

Electronic Arts (EA) | Toronto, ON

( Oct 2023 – Oct 2024 )

- Built and launched two **enterprise-wide platforms (DnA Hub and Cortex)** from scratch, transforming how teams across major franchises (**FIFA**, **Star Wars**, **Sims**, **UFC**) collaborate and access data
- Led design of **DnA Hub**, a highly intuitive web platform that **centralized project visibility**, **enhanced team collaboration**, and **streamlined resource sharing**
- Spearheaded the **UI/UX design of Cortex**, a **Power BI-integrated dashboard** enabling real-time analytics for **game performance**, **player metrics**, and **franchise health**
- Conducted **usability testing**, **user research**, and **manual accessibility audits**, ensuring full compliance with **WCAG 2.1 AA** and **AODA**
- Collaborated with **Agile squads**, **data scientists**, and **front-end teams** to align product delivery with **design intent** and **system performance**
- Championed **design system governance**, ensuring **consistent components** and **scalable UX patterns** across EA's internal tools

## Lead Product Designer

lululemon | Toronto, ON

( June 2022 – June 2023 )

- Led the complete **redesign** of the **Guest Education Centre (GEC)** platform, integrating **AI-enhanced support tools** and modern **internal workflows** to elevate the customer experience
- Designed **mobile-first, responsive solutions** using **Figma**, **Sketch**, **Adobe XD**, **Axure**, and **InVision**, driving a noticeable boost in **customer satisfaction**
- Conducted **end-to-end UX research**, including **interviews**, **persona creation**, and **A/B testing**, leading to measurable reductions in **support call volume** and **ticket resolution time**
- Ensured all experiences met **WCAG 2.1 AA** and **AODA standards**, incorporating **keyboard navigation**, **screen reader support**, and **high-contrast modes**
- Collaborated daily with **cross-functional Agile teams**, accelerating delivery and improving **design-dev alignment**
- Created **UX documentation**, **interactive prototypes**, and presented solutions to **executive stakeholders** to gain buy-in and advance **roadmap initiatives**

## Lead, Sr. Product Designer

ADP | Toronto, ON

( February 2021 – June 2022 )

- Directed the **UX overhaul** of ADP's **enterprise HR suite**, improving **platform adoption**, **employee engagement**, and **accessibility**
- Led **research and persona workshops** to capture diverse user needs across roles and geographies, directly informing **data-backed design changes**
- Delivered **fully responsive design solutions** in **Figma**, **Sketch**, **Axure**, and **InVision**, optimized for both **mobile** and **desktop** usage
- Ensured all deliverables passed **WCAG 2.1 AA** and **AODA compliance** by implementing **keyboard navigation**, **screen reader compatibility**, and **accessible UI patterns**
- Collaborated with **front-end engineers** using **HTML5**, **CSS3**, **Angular**, and **React** to ensure **seamless implementation**
- Applied **Agile (Scrum)** and **Design Thinking** frameworks to drive **iterative delivery** and **continuous improvement**
- Presented **strategy** and **designs** to **senior leadership**, aligning product outcomes with **stakeholder expectations** and **KPIs**
- Applied project management tools and methodologies (**JIRA**, **Confluence**, **Agile ceremonies**) to ensure milestone tracking, sprint planning, and cross-functional delivery

## Lead Product Designer

Home Depot | Toronto, ON

( August 2020 – March 2021 )

- Led the **UI/UX and front-end design** of Home Depot's internal **order fulfillment** and **customer service platforms**, improving efficiency for both **in-store staff** and **online shoppers**
- Applied **Design Thinking** to deliver full-spectrum UX deliverables: **user flows**, **journey maps**, **wireframes**, and **prototypes** in **Figma**, **Sketch**, and **Axure**
- Conducted ongoing **user research**, **usability testing**, and **feedback loops**, driving actionable product decisions that **optimized cross-channel user experiences**
- Ensured full **WCAG 2.1 AA** and **AODA compliance** through integration of **keyboard-only navigation**, **alt text**, **colour contrast**, and **screen reader support**
- Partnered with **front-end devs (HTML5, CSS3, Angular)** to ensure **pixel-perfect implementation** and consistent **multi-device performance**
- Established a **modular component library** and **scalable design system**, enhancing **visual consistency** and reducing future **design debt**

## Lead Product Designer

Ministry of Education | Toronto, ON

( April 2019 – March 2020 )

- Led the **digital transformation** of Ontario's **bilingual education platforms**, enhancing **usability** and **accessibility** for **2M+ students**, **educators**, and **admins**
- Applied **Design Thinking** and **Service Design** to reimagine **large-scale government apps** in line with **DSS** and the **Ontario Design System (ODS)**

- Conducted **user interviews**, **JAWS/NVDA accessibility testing**, and **iterative usability sessions**, ensuring **WCAG 2.1 AA** and **AODA compliance**
- Designed and prototyped **high-fidelity UIs** using **Figma**, **Axure**, and **Sketch**, facilitating engagement from both **stakeholders** and **development teams**
- Partnered with **developers (HTML5, CSS3, React)** to launch **fully responsive, scalable, and accessible solutions**
- Built and maintained **design systems** and **style guides** that **standardized UX** across multiple platforms and met **strict branding + accessibility regulations**

## Lead Product Designer

TD Canada Trust | Toronto, ON

( May 2018 – March 2019 )

- Owned the full **UI/UX design** of TD's **Assisted Channel Platform**, improving **customer service** and enabling efficient **web/mobile banking workflows**
- Used **Agile** and **Design Thinking** frameworks to create **user flows**, **wireframes**, and **interactive prototypes**, enhancing **self-service** and **branch support tools**
- Ran **user research**, **persona development**, and **journey mapping**, driving measurable increases in **customer satisfaction** and **task success**
- Achieved strong **WCAG 2.0 accessibility compliance** by embedding **keyboard navigation**, **alt text**, and **screen reader support** into all designs
- Collaborated closely with **dev teams (HTML5, CSS3, React)** to deliver **responsive, production-ready implementations**
- Built and scaled a **reusable design system** across multiple **TD platforms**, improving **team collaboration** and **speeding up feature rollouts**

## Lead Product Designer / Sr. Developer

Deloitte Canada | Toronto, ON

( April 2018 – May 2018 )

- **Led UI/UX design** on a **Salesforce-based platform** for a public sector client, designing **scalable, modular components** using **Figma** and **Axure**
- Conducted **accessibility audits** and **usability testing** to meet **WCAG 2.1 AA** and **AODA compliance** across all user journeys
- Worked closely with **product owners**, **business analysts**, and **front-end developers** to ensure seamless integration between **UX deliverables** and **Salesforce Lightning components**
- Developed **wireframes**, **journey maps**, and **interactive prototypes** to support **stakeholder buy-in** and **sprint delivery**
- Provided **UX consultation** and **front-end guidance**, including **custom component behaviour**, to optimize **design-to-code implementation**

## Lead Product Designer / Sr. Developer

BMO Financial Group | Toronto, ON

( October 2016 – February 2018 )

- Led the full **redesign** of BMO's **core digital banking products**, improving **customer experience** across **mobile** and **web** for **retail** and **enterprise clients**
- Created comprehensive **UX documentation**, **user flows**, **wireframes**, and **high-fidelity prototypes**, using **Figma**, **Sketch**, and **Axure**
- Conducted deep **usability testing** and **research** across **user segments**, resulting in demonstrable gains in **engagement** and **task success**
- Implemented **WCAG 2.0 accessibility features**, including **high-contrast interfaces**, **keyboard navigation**, and **JAWS-compatible screen reader support**
- Partnered with **engineers (HTML5, CSS3, React)** to ensure **design-to-code fidelity** and compliance with **business** and **regulatory requirements**
- Built a **centralized design system** and **style guide**, streamlining **handoffs**, unifying **UI patterns**, and supporting **long-term scalability**
- Demonstrated expertise employing project management tools, methodologies, and best practices.

## Lead Product Designer & Developer

Moneris Solutions | Toronto, ON

( July 2015 – October 2016 )

- Led the **UI/UX and front-end design** of Moneris' **Mobile Payment Solutions**, improving platform usability and efficiency for retail and enterprise users
- Applied **Design Thinking** to create actionable deliverables — **user flows**, **wireframes**, and **high-fidelity prototypes** using **Figma**, **Axure**, and **Sketch**
- Conducted comprehensive **user research**, **persona development**, and **usability testing** to support iterative design improvements
- Delivered **WCAG 2.0-compliant** solutions with **alt text**, **keyboard accessibility**, and **JAWS** compatibility across all digital touchpoints
- Partnered with developers (**HTML5**, **CSS3**, **Angular**) to ship **scalable**, **responsive**, and **accessible UI** components
- Built and managed a **scalable design system**, reducing rework and increasing speed of delivery for future enhancements

## Lead Product Designer

Toronto Cosmetic Clinic | Toronto, ON

( July 2012 – April 2015 )

- Directed all **UX strategy and design** for Toronto Cosmetic Clinic's digital experience, enhancing **lead generation**, **consultation bookings**, and **customer satisfaction**
- Applied **Design Thinking** to optimize **user flows** across desktop and mobile, streamlining the **patient journey**
- Led **user research**, including **persona creation**, interviews, and feedback loops to inform **high-conversion** design decisions
- Delivered full **WCAG 2.0** accessibility compliance, embedding **keyboard navigation**, **alt text**, and **high-contrast UI**
- Created **responsive wireframes** and **high-fidelity UI** in **Figma**, **Axure**, and **Sketch** to align with stakeholder vision
- Worked closely with developers (**HTML5**, **CSS3**) to implement designs seamlessly across browsers and devices
- Established a **centralized style guide** and **design system**, improving visual consistency and team efficiency

## Sr. Product Designer & Developer

Moneris Solutions | Toronto, ON

( October 2010 – July 2012 )

- Led **UX and front-end design** across Moneris' **digital payment platforms**, elevating performance for both mobile and web interfaces
- Produced **user flows, wireframes, and interactive prototypes** using **Figma, Axure, and Adobe XD** to support complex payment workflows
- Conducted **usability testing** and stakeholder interviews to align design outputs with **end-user and business needs**
- Implemented **WCAG 2.0-compliant** features including **keyboard-only support, alt tags, and screen reader compatibility**
- Collaborated with dev teams (**HTML5, CSS3, JavaScript**) to ensure **design-to-code alignment** across browsers and viewports
- Built and maintained a **unified design system**, enabling faster handoffs and consistent UI standards across all products

## Certifications

Over **100+ certifications** across all key UX and accessibility areas, including:

- **Accessibility:** WCAG 2.1 AA, AODA
- **UI/UX Design Principles**
- **Design Thinking & Agile Methodologies**
- **Front-End Development & Responsive Design**
- **Digital Strategy and Leadership**

## Education

**Humber College**, Toronto, ON – *Theatre Performance* (2011–2014)

**George Brown College**, Toronto, ON – *Theatre Arts* (2009 – 2011)