

PAULA AGUIRRE GOMEZ

Toronto, Canada M4S0A9 | 647.867.0256 | pauaguirre85@gmail.com

[Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Award-nominated UX Leader with 10+ years of experience transforming complex enterprise systems into intuitive digital products. Expert in 0→1 initiatives, scaling design systems, and directing multidisciplinary teams to drive business-aligned, user-centered growth and operational efficiency.

CORE SKILLS

- **Leadership:** UX Strategy, Cross-functional Collaboration, Team Management, Stakeholder Management, Design Mentorship.
- **Design & Research:** Full Platform & Site Redesigns, 0→1 Product Design, User Journeys, Information Architecture, Enterprise Design Systems, Accessibility (WCAG/508), Usability Testing, User Interviews, Competitive Analysis.
- **Tools & Languages:** Figma, Sketch, Jira, FigJam, Miro, Interactive Prototyping | English (Fluent), Spanish (Native).

PROFESSIONAL EXPERIENCE

ASSIST - Associação dos Servidores RJ | Brazil

Senior UX Lead (Freelance) | 11/2025 – 12/2025

- **Strategic Redesign & Architecture:** Spearheaded end-to-end redesigns of high-traffic public/secure homepages and portals; architected a **mobile-first** strategy to restructure high-density content for seamless usability and clarity on small devices.
- **Governance & Cross-functional Leadership:** **Championed accessibility-first (WCAG) standards** and partnered with business owners/technical leads to translate high-level goals into actionable user flows and interactive prototypes.

Sun Life Financial | Toronto, ON

Senior UX Lead | 11/2024 – 11/2025

- **Enterprise Ecosystem Strategy:** Directed UX strategy across advisor-facing ecosystems (Retail Client Journey, SLFD, IID), shaping unified experiences and contributing to the **"Life and Health Insurer of the Year"** 2025 award.
- **Growth & Engagement:** Led initiatives driving a **10.69% YoY increase in active advisors** and boosted platform activity from **63.8% to 73.7%**; strengthened enterprise design foundations for complex, high-touch advisor workflows.
- **Team Leadership & Coaching:** Directed and coached a multidisciplinary team of designers and writers, implementing processes that boosted design quality, team velocity, and alignment with enterprise KPIs.

Sun Life Financial | Toronto, ON

Senior User Experience Designer | 04/2020 – 11/2024

- **CEO's Award of Excellence Nominee:** Recognized in the **top 1% globally** for innovation and impact. Owned end-to-end redesigns of advisor-facing platforms, replacing fragmented legacy systems with modern digital experiences.
- **0→1 Product Development & Full-Site Redesign:** Led multiple 0→1 initiatives and comprehensive redesigns, collaborating with PMs and Developers to design critical features: complex forms, advisor delegation, team management structures, and advanced reporting.
- **Adoption & Performance:** Spearheaded SSO rollout (**+54.5% usage**) and registration journeys (**+32.2% velocity**). Designed the **"Book of Business"** tool, facilitating 480+ digital reports in Year 1.
- **Optimization:** Achieved a **peak CSAT score of 75%** through targeted navigation and task-clarity enhancements informed by deep-dive audits and usability testing.

Cority | Toronto, ON

UX/UI Designer | 10/2018 – 04/2020

- **UX Strategy & Product Ownership:** Served as UX Lead for Business Intelligence, Analytics, and Quality suites. Architected intuitive user experiences for complex data-driven workflows and led accessibility research to achieve full **Section 508-compliance** while defining enterprise design foundations.

Blueprint Software Systems | Toronto, ON

User Experience Designer | 08/2017 – 09/2018

- **UX Strategy & Governance:** Directed competitive benchmarking and research to inform product strategy. Established design system foundations and managed cross-functional offshore collaboration to ensure architectural integrity.
- **Storyteller Feature Optimization:** Revitalized the "Storyteller" experience by applying cognitive UX principles to simplify complex workflows; transformed the process into a highly intuitive, fast, and user-friendly path that significantly improved task efficiency.

Scotiabank | Toronto, ON

User Experience Designer – International Banking | 08/2016 – 08/2017

- **UX Ownership & Strategy (Mexico & Chile):** Served as UX Lead for internal banking processes across **LATAM** markets. Optimized end-to-end user journeys for core financial products, including loans, credit cards, and mortgages, ensuring localized needs met global standards.
- **Process Optimization & Governance:** Collaborated with global PMs/POs to re-architect internal workflows, reducing friction in high-security environments. Led the development of the International Banking UI library to ensure scalable, consistent patterns across multi-country platforms.

EDUCATION & CERTIFICATIONS

- **Master of Design: Digital Futures** | OCAD University | *Honors: Best Social Contribution*
 - *Thesis:* Improving ASD therapy for children through Augmented Reality (AR) and user-centered interaction design.
- **Bachelor of Industrial Design** | Pontificia Universidad Javeriana |
 - *Thesis:* Inclusive design for visual impairments.
- **Certifications:** Google AI Professional Certificate, Google AI Essentials.