Paula Aguirre Gomez

PROFESSIONAL SUMMARY

Product Design Lead with a strong record of driving 0→1 and end-to-end UX strategy in complex, enterprise environments.

I lead high-impact initiatives that improve user journeys, streamline complex workflows, and elevate design quality across platforms. I collaborate closely with product and engineering partners, mentor designers, and use prototyping and usability testing to turn ambiguous problems into scalable, user-centered solutions.

RECOGNITION

CEO's Award of Excellence Nominee, Sun Life Financial, 2023, Recognized in the top 1% globally for innovation, collaboration, and impact on advisor experiences.

PROFESSIONAL EXPERIENCE

SUN LIFE FINANCIAL - Senior UX Lead, Retail Client Journey, SLFD & IID
Toronto, Canada • 11/2024 - 11/2025

- Led UX strategy across multiple advisor-facing ecosystems, shaping unified experiences across the Retail Client Journey, SLFD, and IID platforms.
- Directed and coached a multidisciplinary team (UX Designers + UX Writers), improving design quality, velocity, and alignment.
- Strengthened enterprise design foundations by defining scalable components for high-complexity workflows.
- Collaborated with engineering and business leaders to simplify complexity and ensure feasibility for multi-system integrations.
- Delivered end-to-end experience improvements that increased task clarity and reduced friction across advisor journeys.

SUN LIFE FINANCIAL - Senior UX Designer, Advisor Sites
Toronto, Canada • 04/2020 - 11/2024

- Owned the end-to-end redesign of Sun Life's advisor-facing platforms, transforming fragmented legacy systems into intuitive, modern digital experiences.
- Led user-centered design processes to enhance advisor engagement and satisfaction across digital platforms.
- Collaborated with product managers and engineers to align design initiatives with business goals and technical feasibility.

CONTACT

pauaguirre85@gmail.com
647-867-0256
Toronto, Canada M4S0A9

EDUCATION

Master of Design: Digital Futures
OCAD University
Toronto

- Best Social Contribution (2015)
- Outstanding Social Contribution (2015)

Bachelor of Industrial Design
Pontificia Universidad Javeriana
Bogotá
One-year exchange: Universidad de Buenos Aires (UBA)

CORE COMPETENCIES

- Agile methodologies
- Competitive analysis
- Cross-functional collaboration
- Design leadership & UX strategy
- End-to-end UX process
- Interaction design
- Mentorship & coaching
- Prototyping & design systems
- Stakeholder alignment

- Delivered presentations to stakeholders, effectively communicating design rationale and strategic recommendations.
- Identified opportunities for innovation within the organization's digital strategy.
- Built high-fidelity prototypes and workflows for key features including forms, delegation, team structures, navigation, and reporting.
- Led UX audits, competitive analysis, interviews, and user testing to guide product strategy.
- Created reusable patterns and components that sped up design and development.
- Enhanced accessibility and usability to reduce cognitive load and improve efficiency.
- Mentored junior designers and served as a trusted UX partner to product & engineering.

CORITY - UX Designer, BI, Analytics & Quality Suites
Toronto, Canada • 10/2018 - 04/2020

- UX Owner for three complex enterprise suites used by organizations, including NASA, and Airbus.
- Redesigned analytics workflows to enhance clarity, streamline steps, and enable data-driven decisions.
- Conducted user research, testing, and iterative refinement to modernize legacy workflows.
- Created UX/UI guidelines that became the foundation of Cority's design system.
- Led client discovery sessions to identify pain points and propose scalable solutions.
- Collaborated with cross-functional teams to align on user experience strategies, and execute design solutions.
- Worked closely with product managers to prioritize features and ensure alignment with business objectives.

BLUEPRINT SYSTEMS - UX/UI Designer
Toronto, Canada • 08/2017 - 09/2018

- Designed enterprise workflows, prototypes, and interaction patterns for Blueprint's requirements-management platform.
- Established the UX/UI style guide across the product, enabling consistent development and design alignment.
- Partnered with offshore engineers to validate requirements and ensure accurate implementation.

SCOTIABANK - User Experience Designer, International Digital Banking
Toronto, Canada • 08/2016 - 08/2017

- Designed cross-country banking workflows tailored to regional, regulatory, and language needs in Mexico and Chile.
- Improved journeys for onboarding, authentication, payments, and servicing.
- Bridged UX communication across countries for clear alignment and execution.

- Strategic problem-solving
- Team & project leadership
- Usability & accessibility testing
- UX/UI frameworks
- Wireframing & prototyping

LANGUAGES

Spanish:

Native/ Bilingual

English:

Native/ Bilingual