

Summer L.

a creative catalyst for positive social change

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Halifax & Annapolis Valley



SUMMARY

With five years of agency experience in a startup environment, I communicate data-informed design decisions cross-functionally—collaborating with designers, developers, clients, and managers.

I am a human-centered design strategist advocating for inclusive design, accessibility, and equity-driven innovation across digital products, public services, education, and social impact campaigns.

By integrating UX/UI and product design with systems-level thinking, I ensure experiences are usable, welcoming, and meaningful—especially for marginalized communities. My work bridges technology, policy, education, and communication, promoting access, awareness, and inclusive engagement at every level.

EXPERIENCE

PC Express

Windsor, Canada

[Loblaw Companies Limited](#)

12/2024 - Present

Company Description

- Leading team with 100+ UPH consistently while picking 1,000+ items a week.
- Improving customer OSAT by ensuring a 96%+ found rate on orders.
- Mentoring, coaching, and training new employees to ensure health/safety and operational requirements are understood and maintained.

Senior Product Designer

Halifax, Canada

[MindSea](#)

10/2021 - 05/2023

Company Description

- Leading the product design of a health tech app from MVP to v1.8, while scaling the design to support a total membership of ~80,000 active users.
- Facilitating usability testing sessions and user research interviews, using data and insights to reduce customer support times from 72 to 24 hours.
- Designing UI wireframes and UX documents for marketing and development teams, leading to a 4.9/5 star rating over 1000+ reviews across Google Play/App Store.
- Reviewing front-end React Native UI components with developers to meet WCAG AA standards prior to submitting builds to Google Console & App Store Connect.
- Documenting and teaching internal design standards, app store guidelines, and internal sales processes to 4 junior-mid design team members.

Product Designer

Halifax, Canada

[MindSea](#)

04/2021 - 10/2021

A key member of the MindSea product design team, with a particular emphasis on human centred design, UI design systems, UX research, and product strategy for North American HealthTech startups and funded scale-ups.

Communications Designer

Dartmouth, Canada

[LakeCity Works](#)

05/2019 - 08/2019

Company Description

- Designing sales materials/marketing collateral that meet Québec bilingual standards.
- Managing a 12-week social media campaign with a \$5,000 seasonal advertising budget.

Marketing Designer

Wolfville, Canada

[Canopy Creative](#)

05/2018 - 12/2018

Company Description

- Consulting with over a dozen festivals, non-profits, and brands across Atlantic Canada, including the Atlantic Lottery Corporation, Maverick Communications, and Boxing Rock Brewing Co.

EXPERIENCE

Web Designer

[BrewersInsight](#)

Company Description

- Prototyping 3 web apps using frameworks such as Bootstrap with a team of 6 Dalhousie research students, developers, and hardware/firmware engineers.
- Partnering with CEO and COO to implement predictive analysis algorithms that detect key metrics for craft brewery equipment into web app prototypes.

Halifax, Canada

01/2018 - 04/2018

Technical Project Manager

[Code + Mortar](#)

Company Description

- Managing a team of 8 full stack web developers and creative designers alongside the Director.
- Coordinating requirements for 10 Wordpress-based websites / Vue.js web apps concurrently.

Halifax, Canada

05/2017 - 08/2017

Mobile UI/UX Designer

[MindSea](#)

The third member to join the MindSea design team. Focusing on human-centred UI design & UX research for North American Enterprises within News Media Publishing, and other locally funded Canadian startups.

- East Coast Music Awards' website design
- Trans Canada Trail mobile app design
- Proposify's mobile app design
- The Chronicle Herald's mobile design strategy
- The cross-platform rebranding of PostMedia's entire network of digital news media products

Halifax, Canada

05/2014 - 12/2016

Product Specialist

[Apple](#)

Halifax, Canada

09/2012 - 05/2014

EDUCATION

Diploma, Business Administration

Nova Scotia Community College - NSCC

01/2021 - 01/2022

Foundation degree, Business/Commerce, General

Sobey School of Business at Saint Mary's University

01/2017 - 01/2018

Advanced Diploma, Graphic Design and Web Development

Centre for Arts and Technology

01/2012 - 01/2014