Danyil Smorschok

smorsydesign@gmail.com | (780) 729-2681| www.smorsydesign.com

OBJECTIVE

I am an experienced product designer specializing in banking and fintech. I focus on leveraging data driven insights and design thinking to enhance user experience and drive business outcomes.

PROFESSIONAL EXPERIENCE

Lead Product Designer   August 2024 - February 2025
ATB Financial

- Led the design strategy for ATB's CMS projects, including atb.com, capital markets, and ATB Wealth.
- Improved the content author CMS experience by introducing new front end components and back end enhancements, improving web page creation speed and accuracy.
- Collaborated with the Design System team to introduce new components to ATB's design system, resulting in a richer design environment.
- Advised ATB Wealth on UX best practices, resulting in an improved user experience for ATB Prosper.

Lead Product Designer   January 2024 - August 2024
ATB Financial

- Successfully led a team of product designers for ATB's Financial Calculator project, creating a suite of responsive, accessible, and user friendly financial tools to replace ATB's outdated financial calculators.
- Improved cross-team collaboration by establishing regular design show-and-tells, leading to faster stakeholder approvals and smoother developer handoffs.
- Significantly increased user interaction and conversion via newly built calculators.
- Collaborated with marketing to refine user journeys to optimize the client experience and improve calculator discoverability.

Lead Product Designer   January 2023 - January 2024
ATB Financial

- Led the design process for atb.com, digital onboarding, and the virtual assistant, enhancing the user experience by simplifying user journeys and addressing client pain points.

- Collaborated with product managers and developers to define product strategy and refine roadmaps while advocating for the client.
- Successfully promoted cross-product collaboration, breaking down silos with developers and improving alignment and collaboration between the atb.com and digital onboarding teams.

Product Designer   May 2022 - January 2023
ATB Financial

- Led the designs for the credit limit increase flow on ATB's Virtual Assistant, resulting in roughly $20 million in limit increases and over $100,000 in efficiency savings for the company.
- Created the "Find an Advisor" experience on atb.com, resulting in a significant amount of meetings booked with ATB's Financial Advisors.
- Collaborate with the brand team to successfully implement the rebrand on atb.com, digital onboarding, virtual assistant, and the appointment booking tool.

CERTIFICATIONS

The Interaction Design Foundation
Emotional Design - How to Make Products That People Will Love, 2023

Google UX Design Certificate
Coursera, 2021

EDUCATION

Stanford Continuing Studies
Bus 57: Product Management: An Introduction to User Experience Design, 2020

University of Alberta
Bachelor of Arts, 2012 - 2016

Skills

Product design | User Interface (UI) Design | User Experience (UX) Design | Figma | Design Thinking | Wireframing | Prototyping | Digital Strategy | Problem Solving | Communication