april yu

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6+ years of experience designing scalable, accessible design systems that work beautifully across every platform.

Experience

(More on LinkedIn)

Product Designer, Design System
Geotab Inc.
June 2024 - Present

Build Zenith, Geotab's design system, develop and maintain a design system library of 40+ reusable components, alongside pattern and template libraries to streamline workflows and promote consistency.

Leverage internal Claude for AI-native design workflows, directly exploring, creating, and iterating on UI designs and delivering code without relying on Figma.

Lead the end-to-end development and implementation of the mobile design system, balancing usability, consistency, and technical constraints.

Drive accessibility through design audits, guidance, and inclusive design solutions across product teams.

Product Designer, Platform
BMO
April 2022 - June 2024

Led and scaled BMO's Secure Site design system for consistent UX across teams.

Led weekly system support sessions and increased adoption across the org.

Delivered end-to-end journeys, from research to dev-ready handoff.

Known for strong dev collaboration and accessibility advocacy across teams.

Product Designer, Design System
Rogers Communication *(via mobileLIVE Inc.)*
July 2021 - April 2022

Designed and improved reusable, responsive components for Rogers.com.

Aligned daily with developers on interaction and accessibility details.

Ran accessibility audits and enhanced inclusive design.

Led weekly syncs to align four business units on system direction.

Visual Designer
AtkinsRéalis (formerly SNC-Lavalin)
August 2020 - July 2021

Designed 3 initial design systems for large-scale IoT platforms.

Delivered UX/UI designs in collaboration with product, 3D, and dev teams.

Built and improved internal company website.

Visual Experience Designer (Intern)
RBC
May 2019 – Sept 2019

Helped launch the first RBC Design System as a memeber of RBC Mobile Team.

Led and revamped key features for RBC Youth app.

Delivered flows for RBC Mobile app.

Education

OCAD University
2018 - 2020

M.Des Inclusive Design

Interaction Design, Accessibility, Inclusive Thinking

University of the Arts London
2013 - 2017

B.Arts Illustration and Visual Media

Web & App Design, Digital Campaigns, Graphic Design

Skills

Figma, Jira, CMS

HTML, CSS

Design System, Mobile, A11y, Responsive design