

Evelyn Bourque

Head of Product & Design · 0 → 1 Product Designer · AI-Powered Workflows

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Vancouver, BC

PROFILE

Product designer with 7+ years taking products from concept to launch across B2B SaaS, ecommerce, and digital media. I own design end-to-end, from research and interaction to visual systems and prototyping, backed by a strong technical understanding that lets me collaborate closely with engineering. I use AI to power my workflows and ship faster, with a data-backed bias toward action.

EXPERIENCE

Head of Product & Design (Founding Team) | Menaia Mar 2025 – Present

- **Joined as the first product hire** at a pre-revenue SaaS startup and took the platform from concept to a live, paying customer base in under 14 months.
- **Led end-to-end design across research, interaction, and visual design** for 15+ features spanning CRM, performance tracking, and team incentive workflows.
- **Defined the product's visual language**, establishing the patterns and components that carved out a clear differentiator in a crowded field service market.
- **Built the design system from scratch**, creating a structured Figma component library and pairing with engineering to stand up a matching Storybook, keeping design and code in sync and speeding up handoff.
- **Integrated Cursor, Claude, and MCP-connected tools** to automate workflows across Figma, Jira, and the codebase.
- **Built and mentored the founding design team**, establishing critique rituals, design standards, and onboarding that set the bar for consistent, high-quality execution.

Senior UX Designer | ecobee Mar 2022 – Mar 2025

- **Ran design workshops, critique sessions, and cross-team alignment rituals** that raised the quality bar across the org and cut iteration cycles from weeks to days.
- **Led design for the smart doorbell camera launch**, ecobee's highest-profile hardware expansion, coordinating across a 50-person cross-functional team and exceeding online sales projections by 48% in the first three months after launch.
- **Redesigned the core checkout flow** to shift customers from individual product purchases to bundle upsells, increasing bundle attachment by over 120%.
- **Partnered directly with product and engineering leadership** to turn user research into prioritized features, influencing the roadmap on every major release cycle.
- **Ran monthly customer discovery sessions** with new and returning customers in partnership with the research team to surface product insights and identify improvement opportunities.

Product Designer | The Toronto Star May 2021 – Mar 2022

- **Designed a new Sports section** aimed at expanding the audience and bringing a new user segment to the website and app.
- **Lead designer on the founding team bringing NorthStar Bets** into the Toronto Star platform, one of the first Canadian publishers to integrate sports betting into a daily news product.
- **Redesigned the subscription and plan-selection experience**, simplifying the purchase flow and restructuring options to drive 15% growth in paid subscriber attachment.

CORE SKILLS

- **Design:** Interaction design, visual design, design systems, prototyping, responsive and 0→1 design
 - **Research & Validation:** User interviews, usability testing, A/B testing, survey design
 - **Leadership:** Critique facilitation, design standards, mentorship, cross-functional alignment
 - **AI & Automation:** Cursor, Claude Code, MCP workflows, Figma-to-Jira automation
 - **Strategy:** Roadmapping, opportunity sizing, prioritization, go-to-market
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EDUCATION

University of Toronto, Trinity College

Bachelor of Arts (Honours) - Political Science, Minor in Digital Studies

Focus: UX Design & Research Methodologies