

PRODUCT DESIGN – GROWTH, SYSTEM DESIGN, & UX

I'm a **Senior Product Designer** who works at the intersection of **design, development, and growth**.

I define and **build the systems** and standards for teams, **drive experiments** grounded in real metrics, and integrate **AI into workflows** to move faster while keeping product quality high.

I've coached designers toward **data-informed thinking** and led cross-squad initiatives that align design with company-level goals.

Work Experience

7Shifts | Sr. Product Designer, AI Foundations

JUNE 2026 – PRESENT

- Led the creation of 7Shifts' first AI design interaction strategy, translating ambiguous opportunity space into a focused set of design principles and experience guardrails.
- Created AI-driven design acceptance testing to fix design-fidelity issues with a developer before involving a designer. Reduced async dependencies between dev and design for acceptance testing.

7Shifts | Sr. Product Designer, Mobile

MARCH 2024 – JUNE 2026

- Working with multiple squads to prioritize mobile investments toward greater company goals.
- Created automated AI-driven UAT into developers PR workflow to reduce context switching and back-and-forth between developer and design.
- Recreated core experiences that increase new users activation (publishing schedules, adding employees).
- Increased subscription & upgrades in our mobile apps.
- Creating foundational paradigms, processes, and components for a mobile design system that had not been invested into previously.

7Shifts | Sr. Product Designer, Growth

MARCH 2022 – MARCH 2024

- Moved key activation metrics through researching & experiments.
- Coaching designers' growth mindsets and better use of data & testing.
- Active involvement in the design system & keeping high design standards.

7Shifts | Product Designer

OCTOBER 2018 – MARCH 2022

- Created the foundation of the Design System at 7shifts.
- Standardized and updated UI across the web app through design and development efforts.
- Mentored and managed junior designers.

Celtx | UX Designer & Developer

AUGUST 2012 – OCTOBER 2018

- Created standardization across disparate components & pages.
- Designed and implemented UI and experiences across platforms.
- Introduced and conducted usability and A/B tests.

Total Health Interactive | Developer

APRIL 2009 – AUGUST 2012

- Developed for the front and back-end systems.
- Implemented interface designs.

Specialties

Growth

STRATEGIC CONTRIBUTOR & GROWTH DESIGN

Working with stakeholders to design experiments and test growth initiatives that drive impactful outcomes.

System Design

STANDARDIZATION & CONSISTENCY

Creating a high standard for design with well-defined interface paradigms for users, designers, & developers.

AI-Coding & Development

BRIDGING DESIGN & DEVELOPMENT

Building AI workflows that assist designers and vibe-coding projects.

Data Focused

DATA INFORMED DESIGN

Using metrics and user flows to find issues and opportunities for new design ideas.

Usability Testing

CREATING & RUNNING USER TESTS

Continued advocacy for testing products with real humans to get qualitative data and new insights.

University of Saskatchewan

SEPTEMBER 2007 – MAY 2009

Obtained a B. Sc. in Computer Science.

Grant MacEwan University

SEPTEMBER 2005 – APRIL 2007

Completed first and second year courses in Computer Science.

Peer Feedback

 **Matt Palsich**

"Make every experience an 11":
You've been providing a great experience for our development team in terms of working back and forth between design and engineering. Not only are you concisely documenting UI specs and UX requirements, and regularly communicating your intent and uncertainties (e.g. recorded mock walkthroughs), but you're keeping up an ongoing conversation with engineering that makes it easier to seek clarity or move forward knowing we'll be refining details as we go. I think we can mistakenly think needing a 100% complete, accurate spec solves the problem of lacking detail, but a healthy line of communication between design and engineering is a more sustainable solution.

 **Jacob Beallor**

Over the last quarter Cody and I helped with brainstorming test ideas for yacht club and refining the test backlog. Throughout the process Cody was candid about the failures about our previous tests and what we could do in the future to have more efficient tests and gain more insights. Cody always came prepared with research and designs to back up his ideas. Specifically, the idea of having an introductory pricing test had been discussed a few times before, and over the quarter Cody went above and beyond doing research to support the hypothesis, even going as far as to connect with someone from Shopify to gain insights from their experiments.

 **Ryan Luttrell**

Cody brings solid experience and opinions to every conversation he is a part of. Often, Cody has a different (in a good way) perspective from others and is never afraid to share that opinion. You can always tell that desires to challenge directly while caring deeply

 **Ben LeMay**

Cody demonstrated his ability to act like an owner by being a strong advocate for in app payments and doing a ton of exploration that enabled us to find a quick first iteration that also allowed to potentially avoid paying the google and apple tax. Cody found an example on Shopify where they are collecting credit card info instead of using apple or google pay for in app purchases. This led us to investigate this option and we got connected to some folks at shopify who gave us some insight into how this was achieved. This could be an absolute game changer for the company and we would not have been able to get here without Cody!

 **Anonymous user**

Acting like an owner. He does a great job solutioning without a lot of PM intervention and comes back with really thoughtful and polished work. I also like that he can "tech talk" with the devs - I think this breaks down a barrier that I've seen other designers struggle with developers; rather than an outsider it feels like the team sees him as "one of their own", especially cause he can get in there and fix something himself to help the team out :)

 **Anonymous user**

Cody is very good at raising the most difficult questions. He makes us think deeply about our solutions from a customer's standpoint. He also has some very simple changes to suggest that lead to an outsized return - eg: a simple copy change on invoices that drove 38 annual upgrades. Cody is also great at surfacing insights from data and user tests that help guide our new tests.