Asia Apostol

Product Designer and Creative Director

Toronto, ON · (416) 500-8581 · asiatheperson@gmail.com · linkedin.com/in/asia-theperson · helloworld-itsasia.com

SUMMARY

Product designer with 5+ years shipping enterprise web and mobile products in insurance and financial services. At Empire Life, led design for 5+ benefits and retirement products used by 100,000+ people, including an enrolment redesign that grew Optional Critical Illness purchases 63%. Now finishing a Master of Information (UX) at UofT and leading brand design for small businesses.

EXPERIENCE

Freelance Creative Director — Aug 2026 – Present

Free Former · Skin Mode · Toronto, ON

- Lead discovery and positioning for two pre-launch Toronto businesses, using competitor audits and founder interviews to define target customer, value proposition and launch scope.
- Own each launch roadmap from pre-launch through opening: prioritize brand, web and social work against fixed dates and make scope trade-offs with founders.
- Plan and run go-to-market (social strategy, content calendars, landing pages, pre-sale offers) with a reusable design system.

Product Designer — May 2021 – Aug 2026

Empire Life · Toronto, ON

- Led end-to-end design for Group Benefits and Group Retirement Savings products, partnering with business, project management and engineering to ship 5+ digital solutions used by 100,000+ people.
- Redesigned digital benefits enrolment: cut registration to 8 minutes, grew Optional Critical Illness purchases 63% and coverage taken without medical evidence 18%, with 6,000+ users in month one and a 4.7/5 rating.
- Built a company-wide design system and delivered 4 enterprise portals for web and mobile, backed by journey maps, personas, workshops, usability testing and accessibility reviews.
- Designed automated claims processing (under 1 minute for non-flagged claims) and self-serve registration (under 10 minutes), cutting manual back-office work.
- Product owner for the Empire Life Mobile app (20,000+ users): ran the backlog, sprints and testing; led competitive analysis and journey audits with Sales and Customer Service for the claims redesign.

Process Improvement Intern — May 2020 – May 2021

Empire Life · Toronto, ON

- Launched Ely, a bilingual (English/French) advisor chatbot that cut customer service requests 30% and grew chat usage 140% and successful chats 340% year over year.
- Analyzed 1,000+ customer interactions and 4 years of call, chat and email data to build a support-trends dashboard (Google Data Studio) and 500+ chatbot conversation paths, refined through A/B tests.

EDUCATION

Master of Information, UX Design

University of Toronto · Team Dari (AI patient intake tool) won the International Entrepreneurship Bootcamp

Bachelor of Commerce

Smith School of Business, Queen's University · Certificate in Entrepreneurship, Innovation and Creativity

CERTIFICATIONS

Certificate in UI Design, BrainStation

SKILLS

Design: Product and interaction design, UX/UI, design systems, prototyping, journey mapping, accessibility, brand identity, art direction

Research and strategy: User research, usability testing, A/B testing, competitive analysis, product strategy, roadmaps, go-to-market, stakeholder management

Tools: Figma, FigJam, Miro, Adobe Creative Suite, Jira, Google Analytics, Hotjar, Power BI, Dialogflow, HTML/CSS, JavaScript, Python, AI-assisted prototyping (Claude Code)