



# JEREMIE DOIRON

jeremiedoiron.com  
jdoiron.ux@gmail.com  
506-850-1684

Senior UI/UX  
Research, Strategy & Design



Excellence In  
UI, UX, IxD



## EXPERTISE

- User Research & Testing
- Product Strategy
- Design Systems
- Interface Design (Figma)
- Creative Direction
- Branding Strategy
- Illustration
- User Flow Mapping

## EDUCATION

### Graphic Design

A.A, Selkirk College  
2008-2010

### UX Design

ProCert L3, Google  
2016

### Human-Centered Design

Certification, IDEO U  
2017

### Interaction Design

Advanced Certification, IDF  
2019-2022

## EXPERIENCE

- Senior UI/UX Lead** | VimSoft 2024 - 2026
  - Led the redesign of a massive ERP Software
  - Built the design system from scratch and delivered all prototypes
  - Led a three-person UI/UX Team
  - Directed user research
  - Partnered with engineering to ensure technical feasibility
- Creative Director** | Elevate Studios 2022 - 2024
  - Directed creative strategy for non-profit fundraising campaigns  
Produced mini-documentaries and multi-channel content to drive donor engagement
  - Designed educational programs and branding for high-level fundraising partners
  - Led all design execution and coached a multidisciplinary team
- UI/UX Design Lead** | PurelyHR 2018 - 2022
  - Led UI/UX design for a B2B HR Tech SaaS platform
  - Directed large-scale research projects and on-site usability testing
  - Mapped complex user flows to simplify the product experience
  - Developed a custom illustration system to define and scale the platform's visual identity
- Freelance Designer** 2010 - 2024
  - Designed brand identities for a wide range of industries and platforms
  - Developed UI/UX and web solutions from concept to launch
  - Designed for physical products, including apparel and custom merchandise
  - Executed complex publication layouts for print and digital media
  - Managed all client relationships and end-to-end project delivery