

# Michael Yablonsky

## Director of Design

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## Experience

### Director of Design

Lendesk // Oct 2018 - Present

I keep the Lendesk design team healthy and productive. This means I work with the team to define our design practice, create tools, and build a respectful, safe, open culture. I also set the vision and establish a strategy to turn that vision into reality. I mentor, coach, and help develop individual designers to make sure they feel empowered and motivated. Outside the team I work closely with my peers on the leadership team to keep design, engineering, product, and marketing in sync with each other and our corporate objectives.

### Product Design Lead

Lendesk // Jun 2018 - Oct 2018

I led the creation of shared design processes, maintained our toolset (e.g. shared component library and design system), and worked with dev team leads and product managers to make sure design priorities got pushed into the pipeline. I advised my fellow product designers in their projects and maintained consistent peer review and feedback cycles.

### Product Designer

Lendesk // Oct 2014 - Jun 2018

I completed over 160 design projects ranging in complexity from adding fields in a form to redesigning the entire front-end of our main app. For my first couple of years at Lendesk I was also responsible for coding my designs, initially in bootstrap/rails and later using React. I worked closely with our devs to get them involved early in the design process, saving time in the long run by having them tell me why my work sucked up-front.

### Product Designer / Founder

Solid Ground Software // Jan 2011 - Oct 2014

I was the solo designer building native mobile apps (android, iOS, and blackberry) for niche clients including the Real Estate Investment Network and the City of Maple Ridge. I liaised directly with clients to research their needs, as well as pitching them solutions.

### Communications Officer

Government of Canada // Jan 2010 - Oct 2014

I turned complicated, jargon-riddled dissertations into easily digestible graphics, reports, diagrams, or pitch decks depending on the situation. My presentation decks helped a billion dollar project land approval from Treasury Board, and the reports I designed kept our senior leaders back in Ottawa informed of our progress. I also added some new ideas to the Government's traditional toolkit like infographics, animations, and interactive flash apps (I know I'm dating myself here...)

## Education

### BSc. Interaction Design

SFU // 2010

## FAQs

### Who are you?

I'm Mike. I come up with elegant solutions to complex, abstract problems—sometimes for products, other times for people, teams, and organizations.

### What's a Lendesk?

Lendesk is a company with the objective of digitizing the mortgage process in Canada and making the lives of everyone involved easier. We have a few key products that tie together to create a business-to-business platform connecting mortgage brokers with lenders, as well as their clients.