Sam Korkmaz

Product Designer · UI/UX | samworks.ca | Toronto, ON, Canada

SUMMARY

Product Designer with 6+ years of experience designing user-centered digital products across crypto, fintech, and agency environments. Currently a Senior UX Designer at The Home Depot Canada; previously at NDAX (crypto exchange), Embark, RBC, and Produktiv (with client work including PolicyMe and a RIS/PACS healthcare SaaS). Strong in end-to-end product design, design systems, and translating complex workflows into clear user experiences. Use AI tools (Claude, Google Stitch) in daily workflow.

KEY SKILLS

Design	UI/UX Design, Interaction Design, Wireframing, Prototyping, Information Architecture
Tools	Figma, Sketch, Adobe Creative Suite, Framer, Maze
AI Tools	Claude, Google Stitch - used for user flow exploration and design iteration
Research	User Research, Usability Testing, UX Audits, Analytics
Technical	HTML, CSS, CMS (Webflow, WordPress, Wix, Framer)
Specialties	Design Systems, Accessibility (WCAG), Fintech, Design QA, Developer Handoff

PROFESSIONAL EXPERIENCE

The Home Depot Canada — Senior UX Designer (Contract)

SEP 2026 – PRESENT

- Design internal tools for The Home Depot Canada's store applications portfolio, used daily by store associates and managers on handheld devices and the web
- Design a new device management portal to track roughly 20,000 mobile devices across stores, including status indicators, alarms, and alerts that help staff spot and act on issues fast
- Redesign a mobile sales reporting dashboard for small handheld screens, turning dense account and sales data into clear, actionable views
- Turn approved AI prototypes into production-ready Figma designs on THD's Material Design 3 system, adding new components and variants where needed, with weekly enterprise UX reviews

NDAX — Product Designer

APR 2026 – SEP 2026

- Designed end-to-end experiences for a Canadian crypto exchange platform as the sole designer, reporting directly to the CEO, across mobile app, KYC and onboarding flows, fiat on-ramp and off-ramp experiences, and core platform features
- Led the NDAX design system, setting standards for an external agency and reviewing their work
- Partnered with product managers and engineers to translate complex crypto concepts (custody, settlement, multi-asset flows) into clear, trustworthy user experiences
- Applied accessibility and inclusive design principles in a regulated financial environment, ensuring flows work for users new to crypto as well as experienced traders

Embark — Product Designer

APR 2025 – APR 2026

- Sole designer responsible for the end-to-end design of the Embark public website, from concept through delivery, ensuring alignment with brand, user needs, and business goals

- Partnered with product managers, UX researchers, and copywriters to translate insights into cohesive, user-centered design solutions
- Designed high-fidelity UI, interactive prototypes, and detailed specifications to support efficient developer handoff
- Built and maintained the Embark design system, moving about 90% of the live site onto it
- Conducted UX audits and standardized design patterns across the website, enhancing accessibility, visual clarity, and overall user experience
- Contributed to the design of Embark's Secure Side (authenticated dashboard) alongside another designer, working on account management, plan views, and data-driven user experiences for active customers
- Integrated AI tools (Claude, Google Stitch) into the design workflow to accelerate user flow exploration and iterate on design concepts more efficiently
- Collaborated closely with developers to ensure high-quality implementation and maintain design integrity post-launch

RBC — Digital Product Designer (Contract)

MAY 2024 – OCT 2024

- Contributed to the redesign of the RBC One investor portal, improving usability and overall user experience for a complex financial platform
- Performed a comprehensive UX audit of the platform, identifying usability issues and proposing actionable design improvements
- Expanded and refined the RBC design system by creating new components, enhancing existing patterns, and defining UI guidelines in Figma
- Conducted UX research and usability testing to validate design decisions and improve user flows
- Created wireframes, prototypes, and high-fidelity designs to support product development

Produktiv Agency — UI/UX Designer

MAY 2022 – JAN 2024

- Designed user-centered web and mobile experiences for clients across multiple industries (insurance, education, e-commerce, SaaS), balancing business goals with user needs
- Designed the life insurance quote process for PolicyMe, including flow design, form interactions, and trust signals for users making financial decisions
- Designed a full RIS/PACS healthcare SaaS platform - including the clinical dashboard, patient/study management, and reporting views - working through specialized clinical workflows and regulated software constraints
- Conducted user research and usability testing, synthesizing findings into actionable insights that informed design decisions
- Built and maintained design systems and reusable components to ensure consistency
- Designed and built landing pages and marketing sites in Webflow, including CMS configuration, responsive design, and ongoing client updates

Moux Agency — UI/UX Designer

FEB 2020 – FEB 2022

- Designed Humy, a food delivery mobile app for the Middle Eastern market, leading the full redesign of branding, navigation, ordering flows, and discovery features to better reflect regional food culture
- Designed web and mobile applications for clients, developing strong foundations in UX and UI
- Created wireframes, prototypes, and high-fidelity designs to communicate design solutions
- Collaborated with cross-functional teams, including developers, to ensure accurate implementation
- Contributed to the development and maintenance of design systems and reusable components