# Justin Kirkey P Eng

## Design Leader AI-Native Product Design | Healthcare & Tech

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Product design leader (15+ yrs) combining advanced UX strategy with crafted, hands-on technical execution. Expert in shipping sophisticated products across diverse industries using agentic AI workflows. Deep regulated-medical experience with 8+ yrs leading teams across design & product strategy. Open to Lead / Director roles on meaningful work.

### Skills & Expertise

0→1 | Product Strategy | UX Research / Discovery | UX/UI | Design Systems | Prototyping | Service Blueprints & User Journey Maps | User Testing | UI Specs | Multi-Platform UI

### Education

**University of Toronto** (2006-2011)
**Industrial Engineering (BASc)**
/ **Human Factors Engineering** specialty

## Professional Experience

### Future Fertility AI — Toronto — Revolutionizing IVF & egg freezing with the power of AI

**Product Design Lead** (Apr '24 — Jun '26) CASE STUDY CASE STUDY CASE STUDY

Led the UX/UI design & user research at Future Fertility, a startup driving innovation across AI-powered fertility tools.

- Led the design-system-driven **modernization of the company's core clinical SaaS platform** — used daily by embryologists & lab directors — building a high-fidelity fully-interactive React prototype as the source-of-truth & dev handoff vehicle
- Pioneered a **human-AI build workflow** using agentic AI (Claude Code) to build production-grade prototypes hands-on — pairing design judgment with AI implementation, now documented as a repeatable team process
- Led the **0→1 product design** for a first-of-its-kind Egg Donation Insights platform for embryologists—**ROSE™ by Future Fertility**
- Led the **end-to-end redesign** of AI-powered egg (oocyte) assessments—VIOLET™ & MAGENTA™—into 5 languages, enhancing decision making for IVF and egg freezing patients, fertility doctors, and embryologists and improving usability, adoption, and NPS

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### ExperiencePoint — Toronto — World-class innovation & change management workshops + IDEO training partner

**Director, Product** (Sep '21 — Oct '23) CASE STUDY

Owned the product strategy to develop & scale a capability-building portfolio spanning 10+ training products for **Fortune 100 clients**.

- Directly **managed a cross-functional team of 8+** (product managers, product analyst/QA, content strategists/UX writers, plus a rotating intern program); led hiring to build the content strategy practice & internship program, and owned org-wide roadmap
- Established a **dual-track agile development** process with 2-wk definition & 3-wk development sprints coupled with quarterly planning rhythms & consistent GTM feature release cadence, improving the predictability & visibility for **200+ product releases**

**Product Design Lead** (Jan '20 — Sep '21)

- Led the **0→1 product development** for **Impact by ExperiencePoint**, a virtual design sprint since used by over 4,000 workshop participants across 8 countries, earning **$1.8M+ USD** — our first official sprint being for Google
- Collaborated with sales & clients as a design SME to drive the fulfillment and operationalization of **enterprise-training-at-scale programs**, training thousands of workers globally in design thinking with clients such as **Ford**, **Ping Identity**, **QVC** & **Coca-Cola**

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### Accenture Song | Fjord — Toronto — World-renowned design consulting firm

**Service & Interaction Design Lead** (Jan '19 — Dec '19) CASE STUDY

Hired to provide service design & product design expertise & team leadership for 2 key Accenture client projects in 2019.

- Led a pod / team of 4 product designers providing agile design services to **TD Bank**, a major financial services client; navigated complex client & development team needs to ship an **international money transfer product** used by millions of customers
- Co-led a complex & large-scale service design project for **Metrolinx / PRESTO**, leading qualitative research efforts & designing the payment & ticketing solution experience now used by over **50M+ monthly Ontario public transit users**

## Synaptive Medical — Toronto — Medtech company focused on disrupting neurosurgical imaging, planning, nav & optics

### Manager, Product Design (Jan '18 — Dec '18) CASE STUDY

Hired to lead the software (UX) & hardware (ID) design team for an integrated clinical product suite for neurosurgeons & radiologists.

- Led the UX design for an innovative **voice control UI** for neurosurgeons to make commands — e.g. *"OK, Vimo! Zoom in!"* — to control their microscope, eliminating unnecessary hand movements; led microphone selection, clinical testing, & **10ft UI design**
- Redesigned the touch-screen UI for **Modus V, a $1M+ USD surgical robotic microscope** designed for neurosurgeons, nurses & clinical apps specialists; led the redesign from v1 to spec, including iterative rounds of user testing with surgeons & nurses

### User Experience Lead (Jan '17 — Jan '18)

- Planned & led the company's **UX research** practice; led dozens of user interviews with clinicians, shadowed 10+ brain surgeries, & led many rounds of formative & summative user testing in accordance with **FDA medical device submission protocol**

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## Healthcare Human Factors | University Health Network — Toronto — Medtech product design & usability agency

### Associate Director, Experience Design (May '16 — Jan '17)

Hired & 2x-promoted to lead 15+ projects for companies like **B|Braun** & **Dräger**; uniquely embedded in **Toronto General Hospital**

- Led a UI design initiative for **Medtronic** to re-imagine how patients & clinicians engage in routine pacemaker follow-up visits; involved user shadowing & task analysis of complex workflows, iterative rounds of co-creation & testing, & a UI prototype

### Senior Human Factors Engineer, UX Design (May '15 — May '16)

- Provided human factors guidance for an emergency medical operation supporting the **2015 Canadian Syrian Refugee Crisis**, which brought 25,000+ Syrian refugees to Canada; **presented the project** at the 2015 Service Design Network Conference
- Led the design of an **online peer support platform** for the **Movember Foundation**, supporting the needs of men with prostate cancer & their caregivers; used a human-centred service design approach with extensive user research & iterative testing
- Led the project design for the **ISAAC mobile app**, a symptom management tool for **Cancer Care Ontario** that enables 30,000+ cancer patients a month to manage their symptoms & increase engagement with their care providers

### Human Factors Specialist, UX Design (Jun '13 — May '15)

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## Publicis Sapient — Toronto — Premier full-service global digital marketing & experience design agency

### Information Architect, Experience Design (Jun '12 — Jun '13)

- Led the UX definition→design/testing→spec/dev→product launch for the first version of **Jeep Badge of Honor**, a gamified rewards & social platform for Jeep offroading enthusiasts; app has **15,000+ iOS reviews** & **100,000+ Google Play** downloads
- Developed wireframes, user flows, & website design specs for **Jeep.com** & **Chrysler International** product pages & campaigns

### Junior Information Architect, Experience Design (Jun '11 — Jun '12)

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## CMC Electronics — Human Factors Design Specialist (May '09 — Aug '10) — Ottawa — Commercial aerospace

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## Case New Holland — Industrial Engineering Intern Summer 2008 — Wisconsin — Global tractor manufacturer

## Leadership & team

- Building / hiring / managing teams
- Agile / scrum development
- Product ops / Design ops / process building & AI automation
- Workshop design & facilitation

## Selected tools

- **Design** Figma, Adobe CC, Canva
- **Product** JIRA, Linear, Slack, Monday
- **Dev** Github / Vercel / Cloudflare
- **AI & Build** Claude Code / Cursor / OpenAI Codex / Lovable / v0 / Bolt

## For fun :)

- Triathlon, hiking, weights, volleyball...
- Amazon KDP/Merch, small biz mgmt
- Music & vinyl lover: 500+ records
- Stepping on crunchy leaves