Anie Udofia

Product designer

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Product designer with 10+ years in design, including healthcare platforms and enterprise services. I have led product direction as a sole designer and worked within larger UX teams, connecting research and problem framing with interaction design and delivery.

Experience

Medavie Blue Cross — Nov 2024–present

UX Designer · Enterprise UX

- Work across corporate and member websites, self-service portals and mobile experiences on assignments for different departments, from focused improvements to multi-month redesigns.
- Use research and stakeholder input to reframe briefs, then map information and tasks into responsive interfaces that help people complete their work.
- Collaborate with researchers, content designers, subject-matter experts and developers through handoff and design QA, working within accessibility, privacy, bilingual content and CMS constraints.

Medavie Blue Cross — Aug 2022–Nov 2024

Product Designer · Digital Direct

- Joined a health-screening product shortly after its first release as the sole designer. Led design through later releases across mobile, tablet and desktop; led additional designers when needed.
- Used surveys and task-based usability testing to make clinical results easier to interpret and help people understand what to do after a scan.
- Created reusable interface patterns and a shared Figma component library aligned with the development team's components, while designing role-based and privacy-sensitive experiences.

EarthOne — 2023–present

Digital product design · equity partner

- Lead digital experience design as the sole UX designer, working with the founder on the consumer app and commercial dashboard for a connected-device product.

Health Design Studio — 2023

Product Designer · part-time

- Collaborated on multiple health design projects, translating research into service concepts and digital prototypes.
- Led a six-person team through research interpretation, product direction and prototyping during a five-month engagement.

Experience continued

Sinai Health 2021–2022

UX Designer · contract

- Used co-design, journey mapping and service blueprints to shape and test a digital transition-of-care experience with patients and caregivers. Co-authored the published research paper.

March of Dimes Canada May 2021–Mar 2022

Industrial Designer, then Product Design Strategist · DesignAbility

- Designed assistive products and services with people with disabilities, combining direct research, prototyping and practical delivery constraints.

Health Design Studio Sep 2019–Mar 2020

Product Designer · part-time

- Explored medication access and understanding through service design, packaging concepts and digital experience work.

Prospect Microfinance 2016–2019

Product Designer

- Designed digital product experiences for a microfinance organization.

Nissan Motor Corporation 2015–2017

Industrial Designer · UI and usability

- Contributed interface and usability design in an automotive industrial-design and R&D setting.

Skills and tools

Product strategy · UX research · usability testing · information architecture · interaction design · accessibility · component libraries · Figma

Education

Master of Design, Design for Health · OCAD University · 2019–2021

BSc, Industrial and Product Design · Aston University · 2011–2015