

Geoff Isaac

High-impact UX/UI Designer & Product Strategist with a robust background in frontend development, specializing in turning complex workflows into simple, accessible, and high-converting digital products. Proven track record of bridging the gap between creative vision and engineering execution to protect design integrity pre-launch.

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Oakville, ON

Skills

TECHNICAL

Figma
Replit
Adobe XD
Maze
Adobe Creative Suite
Claude Code
HTML/CSS
Typescript
Wordpress
Jira
Confluence
Android/IOS

DESIGN

UX/UI Design
Responsive design
Contextual Research
Visual Design
Experience Mapping
Typography
Interactive Design
Usability Testing
Wireframing
Conceptual Modeling
Rapid Prototyping
Data driven design

Awards & Nominations

Digital Publishing Awards

BEST DIGITAL EDITORIAL PACKAGE and BEST ARTS & CULTURE STORYTELLING
Honorable Mention for "60 Years of Indigenous Music Game Changers"

INNOVATION IN DIGITAL STORYTELLING
Honorable Mention for "Paddle of the Century"

Webby Awards

BEST MULTIMEDIA STORYTELLING
Honorable Mention for "Blood: The Stuff of Life"

Education

UX/UI Designer certificate
Google Career Certificates, 2025

Digital Media Design Certificate
International Academy of Design, Toronto, ON

B.A. Honours in Communications (Film and Television)
University of Windsor, Windsor, ON

Experience

UX DESIGNER / DEVELOPER SEPT 2025 - APR 2026
St John's United Church (contract) OAKVILLE, ON
Redesigned local organization website from initial user research and requirements gathering through to high-fidelity wireframes and interactive Figma prototypes. Systematized design efficiency by building custom CMS templates, balancing creative visual design with practical engineering implications for non-technical administrators. Significantly enhanced digital accessibility compliance (WCAG), executing iterative usability testing to guarantee an inclusive user experience.

UX/UI DESIGNER / DEVELOPER MARCH 2024 - SEPT 2025
Oakville Historical Society (volunteer) OAKVILLE, ON
Spearheaded an end-to-end responsive web redesign driven by extensive user research, comprehensive user journeys, and iterative usability testing. Streamlined a friction-free e-commerce user flow, resulting in a 65% increase in web traffic and a 45% surge in product sales and activity orders. Functioned as the guardian of design integrity, ensuring precise layout translation to W3C accessibility standards while continuously refining designs based on stakeholder feedback.

SENIOR DEVELOPER | UX/UI DEVELOPER APR 2011 - MARCH 2024
Canadian Broadcasting Corporation - Radio 1 TORONTO, ON
Conceptualized, prototyped, and deployed responsive mobile and web solutions for flagship CBC radio shows, optimizing performance and load times using mobile UX best practices. Collaborated deeply within cross-functional product teams—including Developers, Product Managers, and Content Creators—to design comprehensive user flows and UI for the CBC Listen app across iOS and Android. Leveraged audience engagement data to design and build award-winning interactive, long-form journalism digital products with exceptional attention to visual detail. Bridged the gap between creative vision and engineering execution, providing detailed pre-launch feedback to cross-functional teams to protect design fidelity.

SENIOR DESIGNER | UI/UX DEVELOPER NOV 2010 - MAR 2011
Tribal DDB TORONTO, ON
Designed and coded high-performance digital brand assets, banner animations, and campaign layouts for tier-1 clients including Volkswagen, Wind Mobile, and Shoppers Drug Mart. Maintained strict adherence to established brand design systems and guidelines across all rapid-turnaround digital media deliverables.