Avery Levitt

Staff Product Designer

Portfolio: averylevitt.ca   averylevitt@gmail.com   linkedin.com/in/avery-levitt

Product designer with 10 years experience building B2B/B2C SaaS platforms. Deep experience in 0 to 1 product launches, evolving existing features, creating intuitive user flows, and building scalable design systems. Skilled at distilling complex workflows into elegant solutions through user research while collaborating with cross-functional teams to balance business needs with technical constraints.

Experience

Staff Product Designer @ Roofr

Jun 2024 - Current,   Toronto, ON (Remote)

Lead designer for the core CRM product squad with design ownership across all 3 CRM teams. Drive product strategy and execution from concept through launch while evolving design system at scale.

• Led 0-1 design and launch of unified communications hub, creating new texting add-on revenue stream, reducing churn for integrated users, and eliminating major enterprise sales objection

• Designed and directed CRM initiatives including advanced reporting, permissions, custom pipelines, AI-assisted tooling, calendar, and third-party integrations

• Led complete design system rebuild using Figma variables with full dark mode support, scaling to 20,000+ weekly inserts across organization

• Partnered with product leadership to shape CRM product strategy and roadmap prioritization, balancing customer needs with technical feasibility and business objectives

Lead Product Designer @ Roofr

Mar 2023 - Jun 2024,   Toronto, ON (Remote)

Led design for Roofr's CRM product from concept to launch, positioning company to compete in $2B+ construction CRM market by evolving from measurement tool to full business platform.

• Led CRM product from concept to launch, achieving 1,500 monthly task completions and 33% paid subscriber workflow adoption within first year

• Expanded design system to 400+ components with organization-wide adoption, growing to 15,000+ weekly inserts as usage extended beyond design team

• Established design review processes and mentored designers on systems thinking, cross-functional collaboration, and strategic product decisions

Senior Product Designer @ Roofr

Jun 2022 - Mar 2023,   Toronto, ON (Remote)

Built Roofr's foundational design system and led design for measurement and reporting features. Established component library and design infrastructure that scaled across organization.

• Designed measurement generation workflows and automated reporting features, including AI-assisted pitch measurement tools that improved satellite measurement accuracy and reduced delivery time by ~7%

• Built design system with 200+ components with 5,000+ weekly inserts, establishing component library and documentation that accelerated design-to-development workflow

Experience (cont.)

Senior Product Designer @ Streampoint Solutions Inc.

Sep 2021 - Jun 2022,   Mississauga, ON (Remote)

Lead designer for Resiada platform. Designed interfaces and contributed frontend code while building Figma design system from scratch.

• Redesigned Resiada onboarding wizard and booking workflows, contributing frontend code to implementation: reduced onboarding time by 5%, support tickets by 8%, and page load times by 19% through optimized user flows

• Designed visual automation rules engine and global search, enabling non-technical users to build complex workflows and improve platform navigation.

Product Designer @ Streampoint Solutions Inc.

Feb 2016 - Sep 2021,   Mississauga, ON (Hybrid)

Designed features for Streampoint's event management software serving enterprise customers. Led design and contributed to frontend development of Resiada hotel platform.

• Designed Resiada hotel management platform from concept through 2019 launch, growing product from zero to six-figure revenue and winning industry recognition award

• Designed drag-and-drop email builder and template system for event marketing campaigns, reducing operational costs by ~$50K annually

Education

Bachelor of Commerce (Honors Business Administration)

2006 - 2011,   University of Windsor