

Aingeli Anton

Mississauga, ON | aingelianton@gmail.com | linkedin.com/in/aingeli-anton

Product & UX Strategist — Cognitive Science & Emerging Tech

Versatile UX designer, researcher, and community strategist with a background in cognitive science and human behavior. Experienced in driving end-to-end product design, brand narrative, and cross-functional leadership across non-profit and digital spaces. Adept at leveraging design thinking, user research, and emerging technology tools (AI, interactive media) to build human-centered digital experiences.

Core Competencies

Design & Strategy: UX/UI Design, Design Thinking, Wireframing & Prototyping, User Research, Product Strategy, Brand Positioning, Storytelling

Tools & Platforms: Figma, Generative AI Tools, Salesforce CRM, HubSpot, Mailchimp, Google Workspace, Vercel

Leadership & Execution: Cross-Functional Coordination, Project Management, Stakeholder Engagement, Community Strategy

Design & Product Experience

Freelance UX Designer & Brand Consultant *Self-Employed | Remote • 2022 – Present*

- Lead end-to-end UX/UI projects for non-profit and community-focused clients across Canada and internationally, translating complex community needs into intuitive digital products.
- Conduct discovery research, user journey mapping, and low-to-high fidelity wireframing to build cohesive digital experiences.
- Facilitate client workshops to define brand positioning, product narrative, and market positioning.

Marketing & UX Coordinator *Up Immigration | Toronto, ON • Feb 2024 – Present*

- Lead cross-functional project coordination across web design, content, and strategy teams to improve digital product touchpoints.
- Analyze user behavior data and market research to optimize user flow, intake journeys, and outreach strategies.
- Maintain design system documentation and maintain operational standards across client-facing platforms.

Service Coordinator *HomeInstead | Toronto, ON • Apr 2024 – May 2025*

- Managed high-volume client workflows and intake documentation using Salesforce CRM, ensuring high-touch care continuity.
- Resolved operational and logistics challenges under tight timelines through empathetic stakeholder communication and strategic problem-solving.

Leadership & Community Project Highlights

Canada & Internationals Lead *Aram Initiative | Remote • 2024 – Present*

- Direct international logistics, volunteer onboarding, and project planning for distributed teams across multiple time zones.
- Conduct community needs assessments to inform on-the-ground program design and resource allocation in target sectors.

Harvard Health Systems Innovation Lab Hackathon — 1st Place Winner *Collaborative Tech Initiative • April 2026*

- Gamified health education accessibility by building an AI-driven, multilingual web platform that translates complex medical information into engaging, interactive learning tools.

Education & Certifications

- **Diploma in UX Design** — BrainStation
- **B.S. in Cognitive Science** — Carleton University
- **Fellowship** — Venture for Canada | **Digital Marketing Certificate** — Jelly Academy