

# Paige Hetherington

Product Designer based in Victoria, BC

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Product Designer specializing in scalable UI systems and accessibility. Experience at SAP, Well Australia, and Eversio Wellness building high-fidelity interfaces and design systems that increase development speed and support WCAG standards. I combine business strategy with technical execution to translate complex requirements into intuitive and accessible digital products.

## TECHNICAL SKILLS

**Systems & Strategy:** Design Systems (Atomic, Material) • MVP Scoping • Design Ops • Technical Documentation • Design-to-Dev Handoff  
**Interface & Execution:** High-Fidelity UI (Figma) • Responsive Design • WCAG Accessibility • User Flows • Prototyping  
**Technical & Data:** HTML/CSS (Visual Studio) • SEO Architecture • Google Analytics

## EXPERIENCE

### Eversio Wellness | Product Designer (Full-Time)

Oct 2025 - current

*Design Consultant (Contract)*

Apr 2025 - Oct 2025

Victoria, Canada

- Lead visual and product design across digital growth channels, establishing a cohesive design system and messaging framework that unifies product, email, and social experiences.
- Integrated lifecycle marketing touchpoints into the broader product journey, contributing to a 5.4% increase in audience growth.
- Shifted workflows from reactive execution to a system-led approach, using performance data to iteratively improve layout clarity and engagement

### Well Australia | Product Designer

Mar 2024 - Sept 2024

Melbourne, Australia

- Led end-to-end design of a digital health MVP addressing cost-related care avoidance, where 2.2M Australians skipped doctor visits in 2023.
- Reduced onboarding time from 5 minutes to under 60 seconds, increasing completed sign-ups by 35% during beta testing.
- Decreased manual claim entry by 80% through AI-assisted receipt extraction, lowering user submission errors by 22%.
- Built a tokenized Atomic Design system in Figma, reducing design-to-dev handoff friction by 30% and enabling global brand updates in hours rather than days.

### SAP | User Interface Designer

Jan 2023 - Feb 2024

Vancouver, Canada

- Authored technical documentation for UI5 web components adopted across international developer teams to maintain global design consistency.
- Directed the visual identity and digital experience for UI5con, delivering a cohesive brand system for 1,400+ attendees and aligning design standards across marketing and product surfaces.

### Surf House Studio | Founder & Lead Designer

Apr 2025 - current

Victoria, Canada

- Lead end-to-end UI strategy and responsive web design for wellness and hospitality brands, prioritizing accessibility, usability, and scalability.
- Managed full project lifecycles from discovery to delivery, producing high-fidelity prototypes and developer-ready design systems for independent clients.

## EDUCATION

### Bachelor of Business Administration with a Joint Major in Interactive Arts & Technology

Oct 2023

Simon Fraser University | Burnaby, Canada