

Laurier St-Aubin

Product designer **who builds**.

Montreal, QC · English & French

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I take products from zero to shipped: research, design systems, dashboards, and working front ends I build with AI. Most at home with crypto, fintech and early-stage teams, where one person can cover the distance from idea to interface.

EXPERIENCE

SEDA Oracle network · Remote (Zug, CH)

Aug 2024 – Oct 2026

Head of Product Nov 2025 – Oct 2026 · **Design Lead** Aug 2024 – Nov 2025

- Led SEDA Fast's customer dashboard from research to MVP. Scoped the MVP with the engineering lead and CEO, and designed the full vision: usage, metrics hub and settings.
- Rebuilt SEDA's design system in 2026 on shadcn: new typeface, neutral-first palette, 22 components, fully documented in Notion. It now runs both SEDA Fast and seda.xyz.
- Built SEDA's first design system in 2024 and used it to redesign the blockchain explorer: six new views and a side navigation built to scale. Shipped April 2025.
- Designed and vibe-coded internal tools with AI: a feed explorer for new customers, a Claude skill that matches prospects to oracle methodologies, and weekly website analytics reports.
- Co-led an analysis of lost deals and the sales cycle with the marketing director.

Consignr Resale & consignment software · Freelance

2025 – Present

Product Designer

- Design partner to the three cofounders: turning customer requests into scoped features, then designing them.
- Designed product templates and the deliveries flow (multi-variant intake with buyout, store credit and consignment payouts). Both shipped to customers.
- Designed a semantic-token design system to bring consistency across the app.

SimpliPhi AmpliPhi · Montreal

Jan 2024 – Mar 2025

Product Designer May 2024 – Mar 2025 · **UI Designer** Jan – May 2024

- Joined before there was a repo. Designed the AmpliPhi logo and brand, the full design system and its documentation, and the first versions of the donor-segmentation app.
- Promoted from UI Designer to Product Designer within five months.
- Represented the product at conferences, bringing in three beta charities and partnership conversations.

Bolero Freelance

Jan – Oct 2023

Junior Designer

- Designed product features end to end, backed by user interviews, surveys, demos and data, working daily with developers and the community.

EARLIER

Alchemist.wtf · Council member; also designed the community website

2023 – 2024

HeatNib · Co-founder & CPO

2020 – 2021

Independent · Crypto, DeFi & NFT consultant

2020 – 2023

Gazelle.ai · Business development

2019 – 2020

American Music & Sound, LMB Systems, CIBC · service, audio, banking

2017 – 2019

DESIGN

Product strategy

User research

UX & UI

Design systems

Documentation

Prototyping

Brand & logo

Dashboards & data viz

BUILD

AI-assisted coding

Next.js

React

JavaScript

HTML & CSS

Python

Git

Vercel

TOOLS

Figma

Weave

shadcn

Notion

ClickUp

Claude

Webflow

DOMAINS

Crypto & oracles, fintech, developer tools, SaaS dashboards, nonprofit tech

EDUCATION

Le Wagon

Full-stack web development · 2021

Recording Arts Canada

Sound engineering · 2018

Concordia University

John Molson School of Business · Commerce, Finance · 2015 – 2017

OFF THE CLOCK

Produce electronic music, mostly drum & bass. Building a 3D brick-building game for fun.