Mark Bette

Product Designer

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SUMMARY

Product designer with 6+ years designing digital banking, wealth and insurance products at TD and CIBC, after more than a decade in product management, business analysis and visual design. I take complex initiatives end to end, from discovery to delivery, turning customer insights and business goals into measurable outcomes. I lead with human-centered, accessibility-first design (WCAG 2.1), work fluently in Figma and design systems, and use AI tools like Claude to prototype faster.

CORE SKILLS

Design	Human-centered design, interaction design, visual design, information architecture, prototyping, usability, responsive design for desktop, tablet and mobile (iOS, Android), web applications
Strategy and leadership	Experience strategy, product thinking, cross-functional collaboration, mentoring, design critique, facilitation (workshops, retrospectives), storytelling and design rationale, Agile delivery
Research and data	Usability testing, research partnership, customer insights, product data and outcome measurement
Accessibility and systems	WCAG 2.1, accessible and inclusive design, design systems and component libraries
Tools	Figma, FigJam, AI-assisted design (Claude, Figma AI, Copilot), Jira, Confluence, Notion, HTML and CSS
Domain	Financial services: banking, wealth and investing, insurance

WORK EXPERIENCE

Experience Designer · TD Bank Group — Toronto, ON · Apr 2022 – Present

US Digital Platform: Onboarding and Money Movement

Designed money movement and onboarding experiences for TD Bank's US digital platform, helping deliver the bank's first open banking capabilities.

- Redesigned the first-deposit flow for new customers. The share who funded at onboarding rose 8.1 percentage points (24% to about 32%), and first-week funded accounts rose 38%, from UI and content changes alone.
- Used findings from a 31-partner design sprint, user research and contact-centre data to make the case to leadership for a UI-only first release.
- Partnered with research on 10 moderated usability sessions, then used customer insights and product data (only 10% of customers open more than one account) to settle a stakeholder debate on preselected accounts.
- Caught an API constraint in design review with engineering and reworked the flow before build, keeping what testing had shown. Designed error and recovery states for a known bank-to-bank transfer failure rate.
- Designed MVP 2 of the Pay & Transfer Hub, bringing bill payments and payroll into one place for Retail, Small Business and sub-users. Introduced task-based labels, a tile pattern that scales across audiences, and a change plan (modal, coach mark, “formerly” labels) across 4 breakpoints from mobile to desktop.
- Built reusable components (funding method card, account selection, From/To summary) and handed off dev-ready Figma specs with requirements, decision and risk logs.
- Worked cross-functionally with product managers, business analysts, architects, developers, researchers, content designers, and legal and compliance teams to keep designs feasible and compliant across lines of business.
- Onboarded and mentored 2 new UX and content designers, and led retrospectives and design critiques that gave the team a safe space to share early work and give honest feedback.

Wealth: Partial Share Trading

- Designed the order experience for TD Easy Trade (mobile) and TD Direct Investing that lets customers invest by dollar amount, making TD the first bank-owned brokerage in Canada to offer real-time partial shares.
- Designed a two-way real-time calculator that converts between dollars and shares. Partnered with research on 3 rounds of usability testing: 11 of 12 participants preferred it, with a System Usability Scale (SUS) score of 85.
- Adapted the tested design to the mobile design system and designed edge cases, including ineligible stocks, order minimums and empty states. The feature was cited in TD Direct Investing's #1 Globe and Mail Digital Brokerage Ranking (2025).

Insurance: Digital Quote and Buy

- Redesigned the post-purchase home and auto bundle offer to lead with savings: +25% click rate, a 13.7% cross-sell buy ratio, and no drop-off in customers' next steps.
- Named the expected drop-off risk with stakeholders before launch, so the team agreed on the trade-off and what to measure.
- Improved usability and accessibility across the responsive quote-and-buy flow, helping digital sales reach 42.7% in fiscal 2024 and beat the stretch target.
- Led competitive analysis and early concepts for the future insurance buying experience.
- Helped move the team from Adobe XD to Figma, building and documenting a TD Insurance component library.

Experience Designer / Senior Business Analyst · CIBC

Toronto, ON · Feb 2020 – Apr 2022

- Sole designer, with no product owner, modernizing a legacy credit-writing web application used by thousands of credit writers and adjudicators. Owned the work end to end, from discovery through requirements, design and handoff.
- Turned a dense interface into a scannable page with an F-pattern summary, expanding panels, progress indicators and a clear button hierarchy, and built in accessibility toward WCAG 2.1.
- Validated decisions on a thin research budget with a persona, a journey map and sprint demos to the business.
- Introduced interactive prototyping to the Agile team, and wrote requirements and user stories for modernization and regulatory releases, including changes required by the Office of the Superintendent of Financial Institutions (OSFI).
- Ran heuristic evaluations of internal applications and redesigned a SharePoint intranet, automating repetitive tasks with Power Automate.

Career Transition: UX Design

Toronto, ON · 2018 – 2020

- Retrained in UX design, completing BrainStation's User Experience Design Diploma and Front-End Web Development course (HTML, CSS).

Product Manager · TELUS

Toronto, ON · Mar 2016 – Feb 2018

- Owned sales lead programs and internal sales tools, balancing sales team needs with business targets, and built reporting leadership used to track performance.
- Turned user pain points into user stories and shipped tool and process improvements with development teams.
- Started a governance group for the sales lead funnel that aligned business units and sped up responses to marketing-qualified leads.

Business Sales Analyst · TELUS

Toronto, ON · Jan 2002 – Mar 2016

- Mapped the sales lead process and automated it with the Salesforce team, cutting manual work by 80%.
- Increased customer connections by 45% by finding where leads were dropped and introducing response-time tracking.
- Interviewed stakeholders and front-line users to document undocumented processes, then used the maps to improve them for customers and staff.

Visual Designer · TAM + Kit · Sullivan Entertainment

Toronto, ON

- Designed trade magazine, newspaper and HR materials at a fast-paced boutique advertising agency (TAM + Kit).
- Sole print designer at Sullivan Entertainment, producing ads, posters and promotional materials for the Cannes Film Festival, Variety and PBS educational releases on tight deadlines.

EDUCATION

- User Experience Design Diploma, BrainStation (2019)
- Graphic Design Diploma, Academy of Design & Technology

CERTIFICATIONS

- Human-Centered Service Design, IDEO U (2025)
- Lean Six Sigma Yellow Belt, TD Bank (2025)
- Information Architecture and Storytelling to Present UX Work, Nielsen Norman Group (2023)
- Front-End Web Development (HTML, CSS), BrainStation (2019)