Topp Brocales

www.toppbrocales.com · hello@toppbrocales.com · 778.989.6771

Senior Product Designer with 10+ years simplifying complex B2B SaaS workflows — from research and strategy through design and build

Experience & Highlights

Mar 2024—Present | **Independent** | **Product Design Consultant**

Designing brands, marketing sites and digital products for early-stage startups including Autokrator.ai and Logibytes.ca. Built Up to No Good and Brewist.co alongside client work.

Nov 2021—Mar 2024 | **Lillio (HiMama)** | **Senior Product Designer**

Led design for Activities, an educator-facing learning database built to drive product adoption, then carried the research learnings into the Lesson Planner, the core product where educators plan, source and organize their work.

Jul 2017—Jul 2021 | **Paycor (7Geese)** | **Senior Product Designer → Design Manager**

Led design for OKRs, built the research program supporting 7Geese's growth into a performance management platform, and guided the team through acquisition and integration with Paycor.

May 2016—Mar 2017 | **RED Academy** | **Design Instructor (Part-time)**

Developed and taught the UI Design curriculum, guiding students from foundational principles to real-world application.

Feb 2015—Jul 2017 | **Unbounce** | **Product Designer**

Designed Lightboxes and Pop-ups — flagship products that empower marketers to go beyond just landing pages.

Jan 2013—Feb 2015 | **Clearly** | **Web Designer & Producer**

Launched marketing campaigns that helped fuel international growth leading to Clearly's acquisition by Essilor.

Training & Certification

2022 Design Mentor (Rethink)

2021 Youth in Tech Mentor (ISS of BC)

2019 Coaching & Mentoring (UBC Sauder)

2018 Human-Centered Design (IDEO + Acumen)

2016 UX Training (Nielsen Norman Group)

Education

2009—2010 New Media Design Program (BCIT)

2004—2008 Bachelor of Science in Digital Illustration and Animation (Ateneo de Naga University)

Skills

0→1 Product Design · Product Strategy · User Research · Design Systems · AI-assisted Design & Development · Workshop Facilitation · Mentorship & Coaching