Zack Riley-Hughes

Product Designer & Brand Strategist

Product designer with a background in UX/UI, branding, and visual storytelling. Graduate of Sheridan's Honours Bachelor of Interaction Design program with an award-winning capstone. Experience designing accessible, emotionally intelligent digital experiences for startups, and community-based organizations. With work spanning branding, motion, and digital product design for clients in insurance, arts, and education.

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Experience

Product Designer
March 2025 – April 2025

Red Thread Industries | Toronto, ON

Award-Winning Placement at Red Thread Innovations, a digital innovation studio founded to break away from traditional vendor-client relationships. They've built products for TELUS, Walgreens, Paypal, RBC, and Tim Hortons

- Participated in hands-on collaborative design exercises alongside UX researchers and strategists to explore real-world application of user research and innovation frameworks.
- Gained insider knowledge on industry processes such as client onboarding, design sprints, and product-market fit evaluation in a leading innovation lab environment.

Social Media Coordinator
March 2024 - August 2025

Sheridanlife Radio | Sheridan College Trafalgar

SheridanLife Radio is a student run organization whose origins date back to a student lead radio club. Since then the business has evolved into a campus centered media outlet that covers everything from local events such as TIFF, interviews local bands, host student-centered podcasts, and organizes on campus concerts.

- Executed targeted Instagram and Twitter ad campaigns informed by business metrics, achieving a 15% increase in user engagement.
- Designed and launched a merchandise line including shirts, sweaters, phone cases, and stickers, generating 450 sales within the first two weeks and strengthening on-campus brand recognition and reputation.
- Spearheaded the design and implementation of a web-based content management system
- Developed brand guidelines,and built a design system to enhance the online presence of live shows and podcasts.

Skills

Languages:
English, Patois and Mandarin

Academic Achievements

Graduated Honours

Sheridan College

September 2021 – April 2025

Winner, Purposeful Innovation Award

– Red Thread Innovations (RTI)

Awarded for outstanding speculative design proposal that exemplified innovation with social impact; led to exclusive Shadow Week with RTI's multidisciplinary innovation team.

The Complete Web Developer Certificate

JavaScript, CSS/HTML

September 2022 – July 2023

TCPS 2 Core: Panel On Research Ethics

Certificate # 000790811

September 2021 –

Sheridan IXDA Vice President

Graphic Designer Co-op   May 2024 - August 2024

Co-Operators Group Limited | Guelph, ON

A leading Canadian insurance and financial services provider offering a wide range of products, including home, auto, life, and business insurance, as well as investment solutions. The organization is recognized for its focus on community impact, sustainability, and client-centered service.

- Directed creative execution of a TTC train-wrap campaign for Toronto's subway and streetcars, maintaining brand consistency and visual impact from concept through final production to meet TTC dielines

- Developed and presented campaign concepts to stakeholders at multiple levels, incorporating iterative feedback to refine and align designs with strategic objectives.

- Storyboarded and produced narratives for Twitch and YouTube ad campaigns, creating motion design components, animations, and digital assets in Adobe After Effects in compliance with brand guidelines.
  Link to ad

Relevant Projects

Figure Plus: Interaction Design Thesis Project

(Case-study Here / Video Demo Here) | UX Design, UX Research, Product Design, Social Impact, Mobile Application

- Conducted qualitative research through interviews, co-design activities, and user testing sessions with participants impacted by body image issues to inform ethical design directions.

- Developed an interactive prototype and conceptual UI flow in Figma, grounded in data-driven design to develop a mobile application, designed to support body neutrality, mental well-being, and emotional reflection.

Gather Round: Literacy Development App for Early Childhood

 (Video Demo Here) | UX Research, UX Design, Educational Technology, Social Impact, Mobile Application

- Conducted primary research through interviews with Child and Youth Care Workers to understand challenges, and user needs across early childhood literacy development, especially among neurodivergent and underserved populations.

- Synthesized findings to identify key design principles around limiting screen dependency, encouraging socio-emotional development, and promoting inclusive learning pathways.

- Focused on enhancing pre-literacy skills through structured routines, offline activity prompts, and gamified engagement models built on ethical behavioral reinforcement strategies.

Cineplex Cinemas: User Journey Evaluation

Usability Testing, Information Architecture, User Experience, data-driven design

- Collected facial tracking, eye-tracking, heart-rate and emotional arousal data to assess user understanding and experience while browsing Cineplex's website.

- Developed a comprehensive report outlining recommendations to improve user satisfaction, user retention and platform clarity by 30%.

Skills

UX/UI Design & Research
Wireframing · Interactive Prototypes · UI Research · UX Research · Usability Testing · User Testing · A/B Testing · Card Sorting · Information Architecture · Design Systems · Data–Driven Design · User Flows · Mockups · Style Guides · 101 Design Methods · Double Diamond Design Process

Front–End Development
HTML/CSS · JavaScript · Node.js · Three.js · P5.js · SCSS · API Structure · Spline

Data Visualization & Analytics
Tableau · Data Visualization · Imotions FACET Software · Imotions Shimmer3 · Imotions Eye Tracking

3D, AR & Motion Design
Spark AR · Blender 3D · Cinema 4D · Spline · After Effects

Creative Tools
Figma · Adobe XD · Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Adobe Creative Suite · DaVinci Resolve