Hari Lal

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Design focused UX and product designer with a background in web development and business strategy

Employment History

CRM & Growth Operations Assistant - WBLC Remote Nov. 2024 - Dec. 2024, Apr. 2025 - Aug. 2025
- Structured and improved CRM workflows in HubSpot to support clearer outreach and decision making
- Designed consistent social media templates focused on clarity and ease of internal use

USER EXPERIENCE DESIGNER - Spero Careers Canada Burlington, ON Jun. 2024 - Oct. 2024
- Redesigned UX and UI for the NanaWorks platform to reduce friction and improve core user flow
- Aligned user experience decisions with communication and business goals

MARKETING INTERN - Haltech Regional Innovation Centre Burlington, ON Jun. 2023 - Aug. 2023
- Designed visual assets and company annual report with clear information hierarchy for varied audiences
- Managed social content with a focus on user clarity and brand consistency

WEB / APP DEVELOPER - Spero Careers Canada Burlington, ON May 2022 - Aug. 2022
- Redesigned an accessible, neurodiverse friendly website with inclusive UX principles (https://socialliiasd.ca/)
- Prototyped a user centered social app using Figma and Bubble

E-LEARNING DESIGNER - Sitaran Group Oakville, ON Apr. 2022 - Jun. 2022
- Designed accessible learning materials with clear structure and usability in mind
- Wrote instructional content focused on clarity and learner experience

Key Skills

- User Research
- Wireframing
- AODA compliant
- UI Systems
- Usability Testing
- Prototyping
- Interface Design
- Marketing Strategy

Applications

- Figma / FigJam
- Adobe Creative Cloud
- Canva
- Hubspot
- WordPress (Divi)
- Webflow
- Airtable
- HTML / CSS / Js

Education

BACHELOR OF ARTS AND BUSINESS, University of Waterloo Sept. 2021 – CURRENT
Specialization in Communication and Design Practice
- Focus on user experience design, interface design, and digital communication strategy
- Applied UX methods including user research, journey mapping, wireframing, prototyping, and usability testing
- Designed and developed digital products using HTML, CSS, JavaScript, and modern design tools
- Strong foundation in business strategy, marketing, and interdisciplinary problem solving