

Wilson Loh

MDS, BDes, BKin

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UX Designer with 3+ years of experience delivering user-centered digital products, specializing in simplifying complex systems into intuitive, accessible experiences. Proven expertise in leading end-to-end design processes, from user research and persona development to prototyping and usability validation, across web and mobile-responsive platforms.

Skilled in leveraging design thinking to drive product decisions, improve user journeys, and enhance overall experience quality. Experienced in building and contributing to design systems, developing high-fidelity prototypes in Figma, and collaborating with cross-functional teams across product, marketing, and engineering to align user needs with business goals.

Brings a multidisciplinary background in design strategy, industrial design, and kinesiology, enabling a deep understanding of human behavior and ergonomics in digital environments.

Core skills: UX Design, UI Design, Interaction Design, Responsive Design, Design Systems, Figma, FigJam, Wireframing, High-fidelity Prototyping, Information Architecture, User Research, Usability Testing, Heuristic Evaluation, Ergonomics, Cross-functional Collaboration, Agile, Journey Mapping, Design Strategy, User Flows, Content Strategy, Mentorship

Software: Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Miro, Rhino 3D, AutoCAD

Experience

UX Designer

Arcadis | Toronto, ON

12/2023 - 09/2025

- Led end-to-end website and mobile UX redesigns, from research to high-fidelity Figma prototypes, improving content discoverability for complex service offerings used by architects, designers, and project managers.
- Conducted user research (contextual interviews, usability testing, heuristic evaluations) and translated behavioral data into prioritized product improvements and measurable UX recommendations.
- Defined user flows, interaction models, and responsive patterns; created wireframes, interactive prototypes, and design specs for development handoff.
- Reorganized information architecture and navigation to improve task completion and findability across web and mobile experiences.
- Collaborated with stakeholders and technical teams to ensure designs aligned with business goals and development constraints.
- Website redesign can be viewed at: <https://arcadisviz.com/>

Part-time Instructor

Centennial College | Toronto, ON

09/2024 - 12/2025

- Developed course curriculum and taught History of Design.
- Guided students through the design process from research and ideation to prototyping in a first year studio-based design course.
- Introduced concepts of ergonomics and anthropometrics within the design process in a second year studio-based design course.

Global Lead/Senior 3D Visualization Designer

Arcadis IBI Group | Toronto, ON

01/2017 - 12/2023

- Directed visualization strategies to help communicate complex engineering and infrastructure concepts to stakeholders, clients, and public audiences.
- Developed visual narratives and models used for government agencies, community engagement, and design presentations.
- Created large-scale models for the Eglinton Crosstown LRT transit line for Metrolinx to help visualize project designs.
- Designed a space planning model for the GO Union Station Bus Terminal to assist bus drivers in spatial orientation and training.
- Produced massing models for community engagement initiatives to help residents visualize proposed housing developments.
- Designed and built custom awards for the company's Annual Values Awards program.
- Mentored junior designers and collaborated across architecture, engineering, and design teams.

Education

UX Certificate Program

George Brown College | Toronto, ON

Masters of Design Strategy

Politecnico di Milano | Milan, IT

Bachelors of Design (Industrial Design)

University of Alberta | Edmonton, AB

Bachelors of Physical Education (Kinesiology)

University of Alberta | Edmonton, AB