

# TUDOR WHITELEY

## Product Design Leader

Design Team Leadership | Interaction and Product Craft  
Conversational and AI Interfaces | Accessibility and Regulated Domains  
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## SUMMARY

Design leader for trust-critical products across healthcare, fintech, government, and consumer mobile. Six years managing design teams directly, including a 14 member team with full hiring, performance, and salary authority. At Ontario Health, I set design and research quality across six external partner organizations delivering platforms used by millions of residents, and started the cross-program UX and CX community of practice. At Finnx, I led product design for an AI product for financial institutions and directed a second designer. Nielsen Norman Group UX Management certified.

## DESIGN LEADERSHIP

**Team building:** Managed a 14 member design team at eMedia with full hiring, performance review, salary planning, and team structure authority. Grew the team by interviewing for six positions with sole hiring decision authority. Managed a multidisciplinary design team at Aptui through fast delivery cycles.

**Developing designers:** Developed inherited designers at eMedia by strength rather than managing them out, pairing strong conceptual thinkers with strong craftspeople so both improved. Most recently directed the second designer at Finnx, assigning, reviewing, and critiquing their work, and mentor senior and intermediate designers at Ontario Health.

**Practice building:** Started a cross-program UX and CX community of practice at Ontario Health and introduced AI-assisted prototyping to it, demoing how to go from a visual to a functional site, then to working multi-page flows with Claude Code. Rebuilt vendor usability testing practice to remove facilitation bias.

## PROFESSIONAL EXPERIENCE

### User Experience Design Lead | Ontario Health | 2022 to Present

Lead UX strategy and senior product design for Health811, Digital Correspondence, and the Prevention and Screening Hub: public facing digital health services and logged in provider experiences used by millions of Ontarians.

- Invited UX representative on the Health811 AI Governance Table. Reframed how AI symptom assessment is evaluated, from whether the tool works to what makes it trusted: plain language safety messaging, escalation paths, human handoff points, and accessibility in the resident journey. The table adopted this framing as its evaluation criteria.
- Championed repositioning Health811 from a service listing model toward a health concern problem solver, a direction now adopted and in build.
- Own design and research quality across six external partner companies. Define the UX roadmap, present research, tradeoffs, and recommendations to VP level stakeholders, and secured executive sponsorship for direct researcher access to vendor sessions.
- Led research and co-design with more than 1,000 Ontarians, including Indigenous communities, Francophone residents, seniors, clinicians, youth, and persons with disabilities. Findings informed shipped features, shared design standards, and the Health811 repositioning.
- Partnered with programs and vendor teams to embed WCAG standards into shared design system patterns, holding consistency of application across teams as the quality gate.
- Lead UX representative on the Prevention and Screening Hub. Designed all new screens for its released Colon Cancer Screening updates and led flow discussions, improving flow and messaging clarity. The Hub's navigation and labeling rework is developed and awaiting release.

### Head of Product Design | Finnx | 2025 to 2026

AI product for financial institutions, built on a non-LLM architecture designed to abstain rather than guess under audit conditions.

- Set experience strategy and designed the full human interface, including the conversational surface through which every interaction ran. Sole designer initially, then directed a second designer.
- Built a three step escalation model tied to the system's own confidence: act on the user's behalf when certain, surface candidate answers for disambiguation when not, hand off fully on genuine uncertainty. The interface changed shape depending on what the system knew.
- Designed a progressive disclosure evidence trail, one line summary down to source documents, so the system's reasoning could be audited after the fact.
- Co-built the working front end with the CTO, prototyping against live system behaviour rather than simulated states, with Claude Design in the team's design workflow. Functioning prototype pitched to funders in the US and Singapore, which brought in early funding. The company closed before market when a larger round did not come together.

### Digital Experience Designer and UX Lead | OCAS, Guelph ON | 2015 to 2021

Directed UX from concept through launch across Ontario's postsecondary application ecosystem, spanning applicant platforms, student services, and administrative workflows.

- Held UX gating authority on the \$1.3M native iOS and Android build, where external agency work could not advance stage to stage until it met standard. Shipped to both app stores.
- Built the OCAS design system used across the domestic, international, and college-branded applications: documentation and usage guidance at its core, components in Figma, and coded components produced with a developer. It kept design and code

- consistent, cut review and rework cycles, and sped up design and build.
- Traced 15 percent of all inbound support calls to overcomplicated password requirements and reworked the field. Total call volume fell 15 percent in the months after release compared with the months before.
- Designed the international application from scratch: locale driven conditional forms, address models matched to country, and name handling for mononyms and patronymics. Completion rates rose significantly after launch.
- Redesigned the OCAS web application, hands-on and end to end.

## EARLIER EXPERIENCE

### UI Design Team Lead | Apptui, Hamilton ON

- Designed context aware control surfaces for adaptive remote interfaces that reconfigured themselves for whatever app or device a user connected to: colour palette remotes for Photoshop, timeline scrubbing for Netflix. Product quality supported partnership conversations with Rogers and TV manufacturers including Vizio.
- Ran iterative user testing and market research to validate concepts and guide product direction.

### Design Manager | eMedia, Guelph ON

- Led design for large scale digital properties including hockey.com and golfcourses.com. Ran a repeatable delivery model: small group exploration at kickoff, a single design owner for execution, and structured peer review as the quality gate.

## SKILLS

**Leadership:** Design team building, hiring and performance management, mentorship, design review and critique practice, vendor and partner design governance, community of practice building, executive communication

**AI interaction:** Conversational interface design, confidence based escalation and handoff models, evidence and explainability patterns, AI-assisted prototyping, responsible AI governance

**Craft and research:** End to end product design, interaction and workflow design, information architecture, accessibility and WCAG, design system authorship and documentation, research planning, co-design and inclusive facilitation

**Strategy:** UX and product strategy, roadmapping, success metrics and tradeoff framing

## CERTIFICATIONS, EDUCATION, AND TOOLS

**Certifications:** UX Management Certification, Nielsen Norman Group, working toward UX Master Certification | Certified Usability Analyst, Human Factors International | Customer Experience Leadership, Acceleration Academy | Agile and Lean UX | Ideation Techniques | Facilitating UX Workshops

**Education:** Post-Graduate Diploma, New Media Design, Sheridan College | Honours BA, Fine Arts, McMaster University

**Tools:** Figma, FigJam, Miro, Adobe Creative Suite, Sketch, Claude Code, Claude Design, Microsoft Copilot, ChatGPT, Jira, Confluence