

TUDOR WHITELEY

Senior UX and Product Designer

Complex and Regulated Workflows | Research Led Design
Conversational and AI Interfaces | Accessibility and WCAG
ironfin@gmail.com | 519.803.7274 | Portfolio: c2d.com | linkedin.com/in/tudorwhiteley

SUMMARY

Senior UX and product designer for complex, high stakes workflows across healthcare, fintech, government, and enterprise platforms. I work from discovery through production: talking to customers, framing the problem, prototyping, and staying with engineering until the work ships. At Ontario Health, I lead UX and design for public digital health services used by millions of Ontarians. At Finnx, I designed the full conversational interface of an AI product for financial institutions and co-built its working front end with the CTO. Earlier managed design teams of up to 14. Hands-on by default.

PROFESSIONAL EXPERIENCE

User Experience Design Lead | Ontario Health 2022 to Present

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

- Lead UX representative on the Prevention and Screening Hub. Designed all new screens for its released Colon Cancer Screening updates, verified the right data displayed, and led flow discussions, improving flow and messaging clarity. Reworked the Hub's labeling, grouping, card consistency, page naming, and navigation hierarchy, including a breadcrumb trail generated dynamically from each user's path, now developed and awaiting release.
- As 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. The table adopted this framing as its evaluation criteria.
- 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 a repositioning of Health811 toward a health concern problem solver, now in build.
- Partnered with programs and vendor teams to embed WCAG standards into shared design system patterns. Own design and research quality across six external partner companies and rebuilt vendor usability testing to remove facilitation bias.
- Started a cross-program UX and CX community of practice, where I mentor senior and intermediate designers and demo AI-assisted prototyping, from a visual to working multi-page flows in Claude Code.

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.

- Designed the full human interface, including the conversational surface through which every interaction ran. Sole designer initially, then directed the designer brought on partway through the year.
- 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

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

- Designed the international application from scratch through three full design iterations, for applicants previously routed through a domestic flow that could not serve them. Locale driven conditional forms, address models matched to country, and name handling for mononyms and patronymics. Completion rates rose significantly after launch.
- 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, presented the data, and reworked the field. Total call volume fell 15 percent in the months after release compared with the months before.
- Started a biweekly interview program with call centre staff, turning frontline support conversations into a continuous research pipeline feeding product decisions.
- Sole UX lead on the \$1.3M native iOS & Android build, delivered via an external agency, with gating authority at every stage.
- Redesigned the OCAS web application and supporting responsive experiences, 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, grounded in teardowns of each host application: colour palette remotes for Photoshop, timeline scrubbing for Netflix.
- Managed a multidisciplinary design team, running iterative user testing and market research. Product quality supported partnership conversations with Rogers and TV manufacturers including Vizio.

Design Manager | eMedia, Guelph ON

- Managed a 14 member design team responsible for large scale digital properties including hockey.com and golfcourses.com, with full hiring, performance review, salary planning, and team structure authority.

SKILLS

Craft: end to end product design, interaction and workflow design, information architecture, navigation and labeling, states, errors and edge cases, prototyping, accessibility and WCAG, design system documentation and components

Research: customer interviews, research planning, usability testing, co-design and inclusive facilitation, analytics informed iteration

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

Product partnership: problem framing, success metrics and tradeoff framing, scoping, roadmapping, design critique, cross-functional collaboration in remote teams

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

CERTIFICATIONS AND EDUCATION

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