

TUDOR WHITELEY

UX Design Leader

Enterprise and B2B Platforms | AI Governance | Design Systems | Accessibility | Team Leadership
ironfin@gmail.com | 519.803.7274 | c2d.com | linkedin.com/in/tudorwhiteley

SUMMARY

Design leader with more than 15 years building design teams, research practices, and quality systems across healthcare, government, education, and consumer mobile. Currently lead UX strategy and senior product design for Ontario Health platforms used by millions of residents, including the UX seat on the Health811 AI Governance Table. I build mechanisms that outlast projects: design governance across six vendor companies, a call centre listening program that cut support calls by 15%, and co-design reaching more than 1,000 Ontarians. Fluent across the C suite, product, engineering, QA, research, and policy, and focused on finding the decision everyone can execute behind.

CORE SKILLS

Leadership: Design team building and mentorship, hiring and performance, vendor and partner design governance, executive communication

Strategy: UX strategy and product strategy, roadmapping, responsible AI governance, success metrics and tradeoff framing

Craft: End to end product design, interaction and workflow design, information architecture, design systems, accessibility and WCAG

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

PROFESSIONAL EXPERIENCE

UX Lead, Senior Product Design | 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, moving the conversation from whether the tool can work to the conditions that make it trusted: plain language safety messaging, clear escalation paths, human handoff points, and accessibility built into the resident journey. Repositioned Health811 from a service listing model toward a health concern problem solver, where AI is one part of a safe path from describing a concern to reaching the right service.
- Oversee design and research quality across six external partner companies. Rebuilt vendor usability testing practice to remove facilitation bias, retrained teams on neutral one on one moderation, and secured executive sponsorship for direct researcher access to sessions.
- Led research and co-design with more than 1,000 Ontarians, including Indigenous communities, Francophone residents, seniors, clinicians, youth, and persons with disabilities. Adapted facilitation live, moving to parallel breakout groups when technology first formats stalled, drawing out quieter participants and shaping roadmap priorities.
- Defined the UX roadmap, contributed to the product roadmap, and presented research, tradeoffs, and recommendations to VP level stakeholders, aligning teams on priorities and success measures.
- Championed accessibility by embedding WCAG standards into scalable design system patterns adopted across programs and vendor teams.
- Mentored senior and intermediate designers across product areas, raising the bar on interaction design, accessibility, product thinking, and design system adoption.
- Contributed to measurable reductions in wait times and increased engagement through research, analytics, usability testing, and rapid iteration.

UI/UX Lead | TikTi

2021 to 2022

Led UX and UI direction for web and mobile products.

- Established a cohesive design language, reusable UI patterns, and scalable interaction models across web and mobile.
- Partnered with leadership and engineering to connect product strategy, usability, and business growth into shipped improvements.

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.

- Designed the International Application platform from zero. International applicants previously had no dedicated path and were routed through a domestic flow that could not serve them. Carried the product through three full design iterations before launch, covering accounts, forms, payments, document workflows, status tracking, and multi user operational needs.
- Created a self initiated biweekly interview program with call centre staff, turning frontline support conversations into a continuous research pipeline for surfacing the highest volume user problems.
- Traced 15% of support calls to overcomplicated password requirements. Presented the call volume data, won immediate approval for the change, and saw support calls drop by that 15% almost instantly after release.
- Replaced an open text school name field with structured selection after tracing misspellings to phantom school records and recurring phone support, eliminating the problem at the source.
- Designed OCAS's first native mobile app and supporting responsive experiences, improving access and service reach across student and administrative journeys.
- Simplified complex application flows through improved information architecture, form design, status visibility, and task completion paths, while supporting design system growth across web and mobile.

UI Design Team Lead | APPTUI, Hamilton ON

2012 to 2015

Led a multidisciplinary design team building adaptive remote control interfaces that reconfigured themselves for whatever app or device a user connected to.

- Designed context aware control surfaces grounded in systematic teardowns of each host application: custom colour palette remotes for Photoshop, timeline scrubbing and playback for Netflix, trackpad and search modes, and more.
- Solved rendering and responsiveness across the fragmented early mobile device landscape, keeping interactions fast enough to feel like a physical remote.
- Product quality supported partnership conversations with Rogers and TV manufacturers including Vizio.
- Managed designers through fast delivery cycles, running iterative user testing and market research to validate concepts and guide product direction.

Design Manager | eMedia, Guelph ON

2008 to 2011

Managed a 14 member design team responsible for large scale digital properties including hockey.com and golfcourses.com.

- Ran a repeatable delivery model: small group exploration at project kickoff, a single design owner for execution, and structured peer review as the quality gate.
- Developed inherited designers by strength rather than managing them out, pairing strong conceptual thinkers with strong craftspeople so both improved.
- Owned hiring, performance reviews, salary planning, and team structure across a multidisciplinary group.
- Directed usability research and visual optimization that improved engagement and retention on high traffic platforms.

SELECTED ACHIEVEMENTS

- Recognized by Microsoft as Artist in Residence. Spent a week in Seattle prototyping on the Silverlight platform, producing interactive 3D text and lighting effects that the Microsoft team studied to understand the ceiling of their own tool.
- Delivered 3D environmental visualization projects for clients including Lockheed Martin, Agnico Eagle, and Calian through independent studio work (Ironfin).

EDUCATION

Post Graduate Degree, New Media Design, Sheridan College | Honours BA, Fine Arts, McMaster University

CERTIFICATIONS

UX Management Certification, Nielsen Norman Group, working toward Masters Certification | Usability Analyst, Human Factors Customer Experience Leadership, Acceleration Academy | Agile and Lean UX | Ideation Techniques | Facilitating UX Workshops

TOOLS

Design: Figma, Adobe Creative Suite, Sketch, AI assisted design, research synthesis, prototyping, and concept workflows

Collaboration: Jira, Confluence, Miro, FigJam, Slack, Microsoft Teams