

Trisha Fey

PRODUCT DESIGNER (UX / PRODUCT / AI)

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Experience

Sr. UX Designer | Rocket Mortgages

Jul 2021 – Present

- Led **0→1 and future-state AI platform concepts** for complex, multi-system workflows (title, notarization, post-close), including agentic AI prototypes adopted as visionary benchmarks for company direction.
- Designed and shipped **foundational internal tools and workflows** across Nova, Salesforce, and Title systems—translating ambiguous, high-stakes processes into scalable, intuitive platform experiences.
- Owned **end-to-end redesign** of Clear Sign, a Remote Online Notarization platform, delivering a mobile-first, accessible experience and introducing reusable system-level patterns.
- **Partnered closely with engineering, product, and data teams** to define problem spaces, map workflows, and identify automation opportunities before execution.
- **Built high-fidelity prototypes and technical proofs** of concept to de-risk complexity, guide product direction, and align cross-functional teams; mentored junior designers and promoted UX best practices across teams.

Recognition: Nominated for the 2024 “Rockie” Award for **Innovation in Technology** for AI-driven platform and workflow design.

UX Designer | BGRS

May 2020 – Jun 2021

- Redesigned employee relocation dashboards for multiple user roles.
- Conducted user research and contributed to personas, user flows, IA, and journey mapping.
- Created a WCAG-compliant design system by partnering with external accessibility specialists.
- Collaborated closely with Agile teams (BAs, PMs, Engineering)

Digital & UX Designer | Hostopia

Sept 2015 – May 2020

- Led end-to-end UX/UI for responsive web and product experiences.
- Conducted user research and translated insights into flows, IA, and interaction design.
- Delivered digital experiences supporting SMB e-commerce and platform tools as well as white-label wholesale digital products and services.

Graphic Designer | The Look Company

May 2015 – Jul 2015

- FIFA branding & application to all stadiums across Canada
- Research, concept development, file creation, and brand implementation for stadium signage and large-scale prints.

Designer | Trisha Fey Designs

2012 – Present

- Specialize in full-spectrum brand development, including marketing, web design, and print collateral.

Education

Humber College

2015

Major: Advertising and Graphic Design

Tools & Skills

Tools: Figma, Adobe XD, Photoshop, Illustrator, InDesign, Sketch, InVision, Jira, Confluence, Miro, Lucid, Pendo, Google Analytics, UserTesting, Atlassian tools, and more.

Core Skills: Product design, platform UX, systems thinking, internal tools, dashboards, design systems, user research, journey mapping, workflows, prototyping, interaction design, accessibility, cross-functional leadership.

AI & Emerging Technology: AI-powered workflows, agentic AI concepts, design for AI copilots, conversational UI, multimodal interfaces, natural language interaction design, generative AI prototyping, real-time AI assistance, ethical AI and user trust, AI-integrated user research, prompt engineering, chatbot UX, voice and text interface design, AI-driven personalization, low-code/no-code prototyping.