MITCH LUM
PRODUCT DESIGNER

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SUMMARY

Product Designer specializing in scalable e-commerce and growth-focused digital experiences. Currently at Best Buy Canada, where I design systems, workflows, and reusable products that help teams move faster while improving customer experience. I'm driven by data-informed decision-making, accessibility, and turning complex problems into simple, usable solutions.

SKILLS

Design
Figma, Adobe CC, Design Systems, UI/UX Design, Prototyping, Accessibility (WCAG), Motion Design

Front-End
HTML, CSS, JavaScript, React, Node.js

Tools & Platforms
Google Ad Manager, Jira, Confluence, Salesforce, WordPress

Ways of Working
Agile/Scrum, cross-functional collaboration, design operations

EXPERIENCE

Best Buy Canada Ltd.
Product/Digital Designer
June 2017 - June 2019, April 2021 - Present

- Design scalable advertising templates and reusable creative systems in Figma to support high-volume campaigns across web and paid media.
- Build and maintain a shared Figma design library, improving UI consistency and reducing repetitive design work.
- Lead the transition of the design team from Photoshop to Figma, improving collaboration, version control, and workflow efficiency.
- Partner with marketing, product, and engineering teams to streamline design workflows and accelerate production timelines.
- Develop HTML/CSS-based ad creatives integrated with Google Ad Manager.
- Produce accessible digital assets for bestbuy.ca, email, and social channels.

EDUCATION

Lighthouse Labs
Diploma - Full-Stack Web Developement | 2020

British Columbia Institute of Technology
Certificate - New Media Design and Web Development | 2017