

# Nadia Cealbas

## PRODUCT DESIGNER LEAD

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### WORK EXPERIENCE

#### IFS Copperleaf Technologies – Enterprise Decision Analytics & Asset Investment Planning (AIP) Software

##### ★ *Program Manager: 1 year (since Dec '24)*

As part of R&D team, I managed the delivery of an **AI-powered Copilot** designed to assist large infrastructure organizations managing multi-billion-dollar capital planning programs. Investment Copilot assists users at every step of the planning starting with the Asset Investment creation by ensuring high quality, complete and accurate inputs. It's simple interface and the use of natural language increased users' confidence in the process and improved the adoption across the companies unlocking multi-million-dollar value through better capital allocation, reduced rework, and lower risk.

##### ★ *Senior Product Designer: 1 year (2024 – 2024)*

Led the evolution of Copperleaf's design system by rebuilding and standardizing the Figma component library, reducing duplicate design work, improving reuse, and accelerating handoff to engineering—resulting in an **80%+ increase in design delivery efficiency** and greater consistency across product teams. Championed service design principles to strengthen cross-functional collaboration with product and engineering, while mentoring designers and fostering a culture of continuous learning and craft excellence.

##### ★ *Product Designer: 2 years (2022 – 2023)*

**Workflows:** Led the end-to-end redesign of the Workflows business process automation product, delivering a significantly more usable and reliable solution. The redesigned experience improved usability scores (SUS and TAM) by **35%** and reduced workflow execution time from **months to days** by simplifying execution logic and improving system notification flows. Addressed core logical gaps in workflow execution, resulting in more accurate, predictable business processes for customers.

#### Paramount Commerce – FinTech / Digital Payments Technology

##### *Product Designer: 2 years (2019 - 2021)*

Played a key role in consolidating multiple commerce and payment products into a **single, unified platform** for the U.S. (Mazooma) and Canadian (Interac) online gaming markets. Led the redesign of both admin and customer portals to establish a **consistent visual system, unified authentication, and simplified information architecture**, significantly reducing product complexity and improving adoption.

Through iterative research, testing, and delivery across releases, the unified experience improved Interac's conversion rate by **60%**, strengthened its position on merchant cashier pages, and enabled Mazooma to successfully rebrand without revenue loss—ultimately supporting the company's acquisition by Nuvei. The platform unification laid the foundation for **scalable expansion into new markets**.

#### TRAINING PORT.NET - Aviation eLearning & Training Solutions

##### *UI/UX Designer: 2.5 years (Jul '17 – Nov '19)*

Using a decision-support system model, led the transformation of the manual training needs assessment process into a scalable automated product that reduced expert effort by over 90%, minimized training overload for business aviation professionals, and ensured regulatory compliance through precise, requirement-driven training assignments.

#### TRAINING PORT.NET – 7 years (Mar '10 – Jul '17)

##### *Career transitioning: From Marketing Design into UI/UX Design:*

*"I embraced the user flow and let analytics steal the show. Years of marketing dazzle dimmed when charts and data stole my dream." – Nadia Cealbas*

### LINKS

 [Portfolio](#)  
 [LinkedIn](#)

### EDUCATION

#### Diploma in Animation Art & Design

Vancouver Art Institute

#### Bachelor's in Computer Science

University of Moldova

#### Continuing Education

 NNG Group

UX Management Certificate

 (IXDF)

UI/UX Certificate

 BCIT

Front-End Web Development

### AI & DESIGN TOOLS

Prompt Engineering

Vibe Coding

AI-Enhanced Design Workflow

Ethical & transparent AI products

Figma and Adobe Creative Suite

Agile environment tools

(collaboration, versioning,

tracking)

Web (HTML/CSS, JS) and mobile

platforms (iOS, Android)

### SKILLS

**Design:** Information architecture ·

Sketching · Flows Wireframing ·

Prototyping · Design Systems ·

Branding · Responsive &

Accessible Design

**Research:** User research ·

Usability testing · Discovery

Workshops · Research synthesis

**Collaboration:** Agile Methodology

· Design Workshops · Team

Leadership · Presentations