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OCAD University
George Brown College
Brainstation

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Matthew Ahn

Skills

Design Strategy   Product Design

UX Design   UX Research   Prototyping

Systems Thinking   Leadership

Senior UX Designer — TD Bank
2022–Current

TD Easy Apply — Onboarding Platform

- Led end-to-end design for TD's unified onboarding platform across personal and small-business banking, spanning digital and in-branch channels in Canada and the U.S.

- Defined platform flows, rules, and edge cases by shifting design left to surface incomplete requirements and raise UX risks early

- Designed scalable systems for multi-party and multi-product onboarding, enabling joint accounts and bundled applications

- Designed channel-adaptive onboarding systems supporting both self-serve and in-branch workflows on a shared architecture

- Integrated product shopping, discovery, and bundling seamlessly into onboarding

- Introduced motion and animation patterns into onboarding, collaborating with the design system team to scale adoption

Features

Multi-party   Multi-product

Product shopping & bundling

Product add-ons

Document verification service

Interac verification service

Apple & Google wallet integration

Customer data uplift & remediation

High-risk security and compliance

TD Mobile App — Shopping & Comparing

- Led credit card shopping and comparison experiences in TD Mobile, including exploration, filtering, and comparison

- Defined MVP and target-state strategy, validated through user testing and A/B experimentation

Features

Filtering & exploration

Product differentiation & comparison

Product Designer & Art Director — Freelance
2019–2022

Selected Clients — University of Toronto / Guerrilla-Group / Captain Sports

- Drove measurable outcomes for e-commerce clients, supporting 3× growth over two years (Shopify annual sales: $200,000 to $600,000)

- Led end-to-end product design and art direction across digital and physical products, brand systems, and client websites