Diana Thomson

Senior Product Designer | I design and build new products, from research to code

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Summary

Product designer with 14 years of experience pairing deep field research with AI build tools, so ideas reach real people as working software instead of static mockups. At iQmetrix, I led the design of Storefront, a new point of sale that replaced a 25-year-old platform, and single-handedly designed the interactive prototype that shared the vision for its retail management back office with customers. Earlier, I traced a 600-store retailer's $800K annual loss to a missing system check, and fixed it without a single UI change. Most recently, I designed and built Nextsession, an iOS app for solo service businesses, using Claude Code.

Skills

- **Product design:** 0–1 product design, product strategy, interaction design, information architecture, responsive web and iOS design, high-fidelity prototyping, WCAG 2.1 AA accessibility
- **Research and validation:** user research, contextual inquiry, field research, customer interviews, usability testing, market validation, product analytics
- **AI and build:** AI-assisted prototyping, AI coding agents, design systems in code, design tokens, front-end handoff, GitHub workflows
- **Tools:** Figma, Figma Make, Claude Code, Cursor, GitHub Copilot, VS Code, Storybook, Framer, Vercel, Maze, Google Analytics, Microsoft Clarity, Notion

Experience

Nextsession | Founder and Product Designer | Vancouver, BC | 2026 – Present

An iOS app that helps solo service providers run bookings, clients, and payments.

- Researched the problem, sized the market, and interviewed solo business owners to cut the MVP down to the tasks that cost them the most time.
- Designed and built the iOS app end to end with AI coding agents (Claude Code), covering onboarding, booking, client management, and payments.
- Set up a design system in code with design tokens, so every screen the agents built stayed consistent and accessible.
- Designed the marketing site, sign-up flow, and Stripe subscription billing.

iQmetrix | Vancouver, BC | 2014 – 2026

Director of Product Design (2020 – 2026) · Senior Product Designer and Lead (2014 – 2020)

Retail management software for wireless retailers.

- Led two other designers on Storefront, a new point of sale for phones, tablets, and desktop that replaced a 25-year-old platform. Personally defined its core order model: one transaction that can start on any device and handle every state a store throws at it.
- Solely designed the full vision for Hub, the rebuilt platform's back office, including self-serve reporting, an app marketplace, and AI that predicts stockouts. Presented it to customers at the company's annual Summit.
- Found why a retailer with 600+ stores was losing $800K a year: phones were leaving with customers before their financing was approved. The plan was to redesign the UI to block reps. With the tech lead, traced the gap to a missing system check and proposed adding it instead, which fixed the problem with no UI changes and no retraining for sales reps.
- Designed and shipped a new app in 3 months with a 5-person cross-functional team. Launched it on stage at Summit, where thousands of users downloaded it, and usage has held steady since 2018 without a single new feature.
- With another designer, created a code-based design process: we prototyped in VS Code with Copilot in a shared GitHub playground, with AI skills guiding each design step. It ran on the product's own WCAG 2.1 AA design system, which unified three component libraries across Flutter and React, so every prototype used the exact components and styling of the real product.
- Acted as product manager and designer when Verizon asked for business-sales support. Field research with its five largest retailers found reps typing every phone line in by hand, leaving one retailer with 270 lines of errors that took five people two days to fix. Designed TE Sync, which imports a whole sale from one application ID and removes manual entry entirely. It's still sold to Verizon's retailers today.

Capilano University | UX/UI Instructor | North Vancouver, BC | 2020

- Taught second-year students the UX design process, from user research and personas to wireframes and design systems.

Tidal Agency | UX/UI and Visual Designer | Vancouver, BC | 2012 – 2014

- Designed for MEC, White Spot, and BC Liquor Stores, including White Spot's first online ordering flow, which opened a new revenue channel.
- Redesigned Gourmet Warehouse's e-commerce site from navigation through checkout.

Education

- Diploma, Interactive Design | Capilano University | 2012
- Web Technologies, Web Design and Communications | British Columbia Institute of Technology | 2011