

Logan Daly-Doersam

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Professional Summary

A Product Designer with 3+ years of experience solving complex challenges in B2B SaaS. My design process is grounded in a relentless focus on the customer, uniquely informed by 8+ years as a military logistics leader. This background embeds systems thinking and crystal-clear communication into every project, allowing me to transform intricate requirements into intuitive digital experiences. I leverage AI as a creative partner throughout my process, augmenting creativity and enhancing efficiency to allow for a deeper exploration of user-centric solutions.

Professional Experience

Product Designer UX / UI

Passion.io (Remote) — 2023–2025

- Led the design of critical user experiences for onboarding and account settings, collaborating closely with engineering and customer success to create intuitive systems that directly improved customer satisfaction and internal support efficiency.
- Translated complex technical challenges, such as content access logic and user permissions, into clear and scalable interface designs, reducing user friction and support tickets.
- Acted as a key advocate for the user, balancing customer needs against technical constraints and business objectives to deliver impactful improvements across mobile and web platforms.
- Developed a deep understanding of cross-functional dynamics in a fast-paced SaaS environment, working to ensure designs were not only user-friendly but also feasible and supportable.
- Drafted tickets in Jira, collaborated with CS, developers, stakeholders and conducted quality assurance (QA) checks.
- Led 75+ user focused UX research calls personally, and conducted unmoderated usability testing using tools like Maze and UserTesting.com.

Customer Success & Onboarding

Passion.io (Remote) — 2022–2023

- Managed a portfolio of 150+ SaaS customers with a focus on long-term value realization, onboarding-to-expansion journeys, and retention across varying use cases and growth stages.
- Delivered high-impact success plans and quarterly check-ins with stakeholders from small businesses to enterprise-level accounts.
- Translated technical challenges (e.g. Stripe payments, Zapier automations) into actionable solutions—supporting non-technical users and creating proactive help content.
- Collaborated closely with Product and Support teams to prioritize and escalate feature feedback, bugs, and UX blockers.

Real Estate Agent & Client Success Lead

TrilliumWest (Ontario) — 2019–2021

- Managed contracts and communication with clients from initial inquiry to post-sale service.
- Maintained CRM systems, automated customer touchpoints, and handled inbound inquiries with diligence and speed.
- Oversaw project timelines and coordinated deliverables to ensure regulatory and customer deadlines were met.
- Delivered 95%+ client satisfaction by proactively solving issues and maintaining long-term relationships.

Logistics Officer, Canadian Armed Forces

Royal Canadian Air Force — 2009–2019

- Coordinated international logistics operations in Dakar, Kuwait, and Romania, working with commercial aviation vendors and local partners to manage supply chains and personnel movements.
- Delivered projects across borders under tight timelines and resource constraints while maintaining accuracy and compliance.

- Developed and implemented documentation procedures for team reviews and operational planning.
- Served as key liaison during high-priority deployments, aligning multinational teams and contractors with operational needs.

Skills

- **Tools & Software**
Figma (components, auto layout, variables), FigJam, Adobe CC, Notion, Jira, Confluence, Webflow, Maze, Typeform, Hotjar
- **UX & Product Design**
Wireframing, prototyping, interaction design, mobile UX (iOS & Android), design systems, usability testing, accessibility (WCAG 2.2), user research, user flows, secure user journeys, authentication flows, identity verification UX
- **Cross-Functional Collaboration**
Agile, design-engineering handoff, working with PMs, remote team collaboration, stakeholder feedback loops, technical constraint awareness
- **Security & Trust UX**
Access control, identity flows, user permissions, feature-level access, sensitive user flows, trust signals, regulatory UX design
- **Soft Skills & Process**
Problem-solving, user advocacy, communication, collaboration, inclusive design, iterative improvement, remote-first culture

Education

- Bachelor of Business Administration (Honours) – Brock University
4 Year University Degree from a Canadian University

Certifications & Extras

- Military leadership training (CAF)
- UX Design Certificate (Google)
- Canadian Citizen | Eligible to work Canada & International Remote
- For fun... (Private Pilots Licence, wrote a book, international backpacking!)