



# Hi, I'm Marjorie.

## A product design lead and community builder based in Canada.

With 10 years experience creating digital products for both consumer brands and startups. I believe in the power of collaboration, design and tech to reimagine the way we interact with our cities, health, arts, finances and education.

I look forward to collaborating!



I began my career in the agency world...

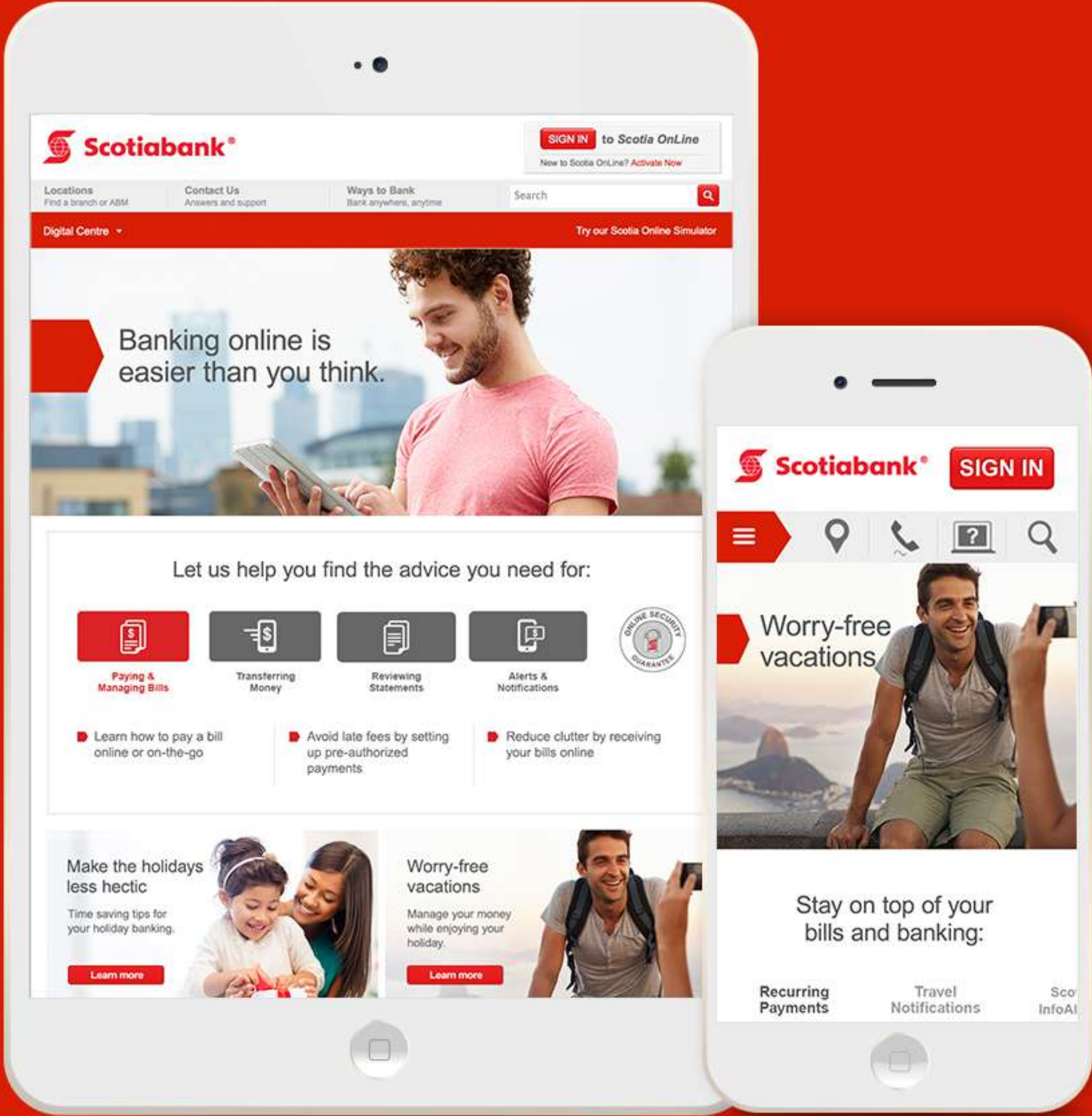
**As an interaction designer for  
national brands.**

2016

ROLE: UX & VISUAL DESIGN      AGENCY: 70 MAIN STREET

Created an **educational hub** for **Scotiabank** to help customers make the most of their banking services.

Developed an online resource centre to educate customers about bills, recurring payments, and online banking tools to manage their finances stress-free.





Personal BankingBusinessAbout Scotiabank

Scotiabank®

SIGN IN to Scotia OnLine

New to Scotia OnLine? Activate Now

LocationsFind a branch or ATM

Contact UsAnswers and support

Ways to BankBank anywhere, anytime

Search

Advice HubHelp me with...

Managing & Paying Bills

Transferring Money

Reviewing Statements

Alerts & Notifications

Great new advice!

Bill Payments

Pre-Authorized Payments

epost

Interac e-Transfer

Western Union Money Transfers

Pre-Authorized Contributions

Bank-to-Bank Transfer Service

Account details

Paperless Recordkeeping

Quick Balance

Scotia InfoAlerts

Travel Notifications

Tackling Tax Time

Getting ready for school

Maximizing your holiday cheer

Getting organized for spring

Banking online is easier than you think.

Let us help you find the advice you need for:

Paying & Managing Bills

Transferring Money

Reviewing Statements

Alerts & Notifications

Learn how to pay a bill online or on-the-go

Avoid late fees by setting up pre-authorized payments

Reduce clutter by receiving your bills online

Make the holidays less hectic

Worry-free Vacations

Get ready for campus life

Get organized for spring

Learn more

See more advice

Learn banking basics with the Scotia OnLine and Mobile Banking simulators.

Try it out

Find more advice on...

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Digital CentreTry our Scotia Online Simulator

Have a worry-free vacation

Manage your money while enjoying your holiday.

Stay on top of your bills and banking:

Recurring Payments

Travel Notifications

Scotia InfoAlerts

Global ATM

Interac® e-Transfer

Whether you're taking a vacation or staycation, you can enjoy your time off without worrying about bills. Just pay your bills automatically with recurring payments. You can choose the bills you want to pay, the day you want to pay them and the payment amount.

Control your payments

Share: f t in

Learn the basics with the Scotia OnLine and Mobile Banking simulators.

Try it out

More great tips to make banking a breeze

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SIGN IN

Worry-free vacations

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Transfer money from one account to another

Funds Transfer

Make it easier to manage your money

Safe and secureEasy and simpleTransfer money instantly

Safe and secure

Easy and simple

Transfer money instantly

See and pay your bills easily

Epost™

See and pay your bills, all in one place

SeamlessSimpleSaves you time

Seamless

Simple

Saves you time

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Bill Payments

Setting up online payments gives you:

More timeMore moneyMore peace-of-mind

More time

More money

More peace-of-mind

It's quick and easy to set up...

Show me how

Q. What kind of bills can I pay?

Using online or mobile banking, you can pay most types of bills, including credit cards, internet, hydro, phone, property taxes, and thousands more. You simply type in the name of the company, your billing info, and away you go! You only have to set up the company once, which makes paying ongoing bills even easier.

Q. Why pay online vs. at the branch?

There are many reasons that over 15 million Scotiabank customers pay bills online today. Here are a few:

Avoid Late Fees

Don't miss a bill payment

Pay bills immediately or schedule payments

Pay less fees than paying at a branch

Save Time

Pay bills in seconds

Easily pay multiple bills at once

Avoid unnecessary trips to the branch

Stay Organized

Online payment means less clutter and less filing

Access your payment history anytime, anywhere

Protecting the Environment

Reducing your use of paper, ink and machinery helps build a brighter future for all of us



2008

ROLE: INTERACTION & VISUAL DESIGN      AGENCY: 58NINETY INC.

Connected over 1 million weekly  
**CHUM FM** radio listeners with their  
favourite hosts and shows.

Enabled customers to listen live, request and vote for  
their favourites songs, interact with DJ’s, view photos,  
enter contests, read artist news and more.





As the mobile app and software industry grew,

**I transitioned into product design  
in the blockchain & event  
management space.**



2012 - 2013

ROLE: BRAND & INTERACTION DESIGN

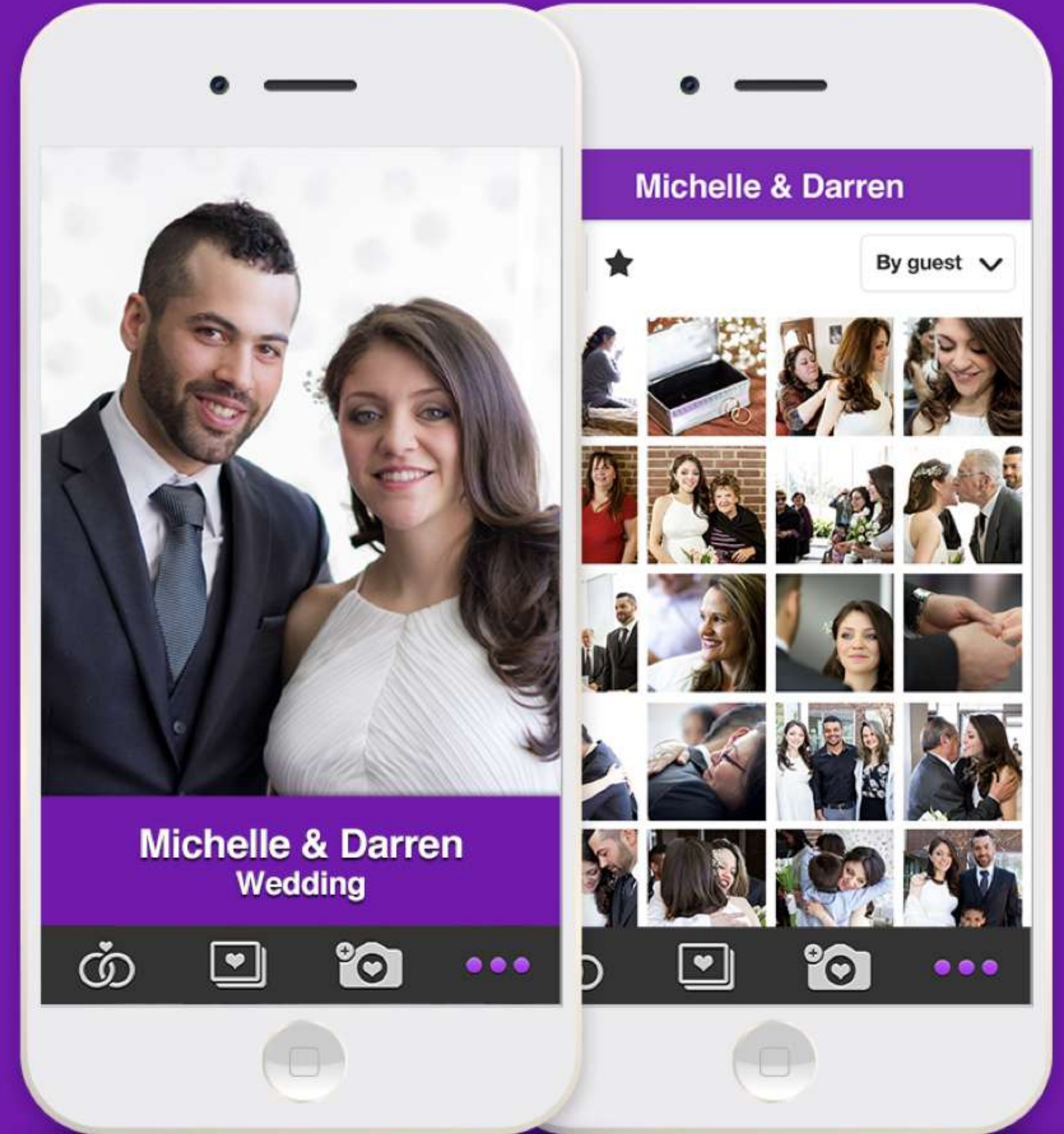
AGENCY: 70 MAIN STREET

**Influenced how couples share memories with Bliss App, photo sharing for weddings made easy.**

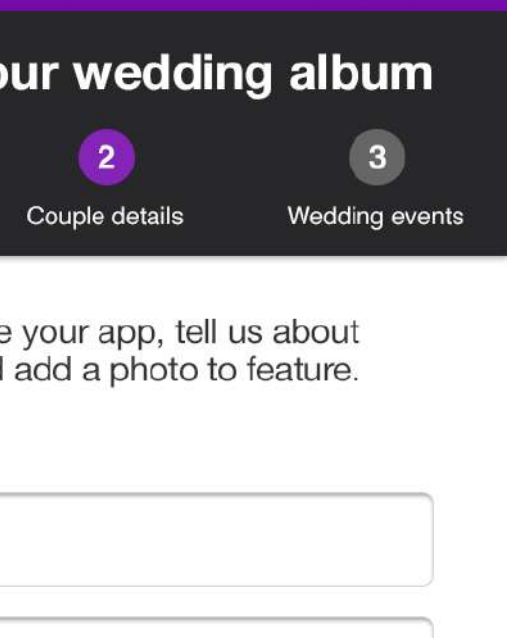
Designed a mobile app to enable guests and photographers to share, comment, download and access wedding event information.



- Featured in **Today's Bride Magazine**
- Used at a celebrity wedding







### Create your wedding album

✓

✓

3

Create an account Couple details Wedding events

Give your guests the details for all the wedding events.

**Add a wedding event**

**Wedding Event #1**

Event name  
i.e. Rehearsal Dinner

**Start**

Date & Time

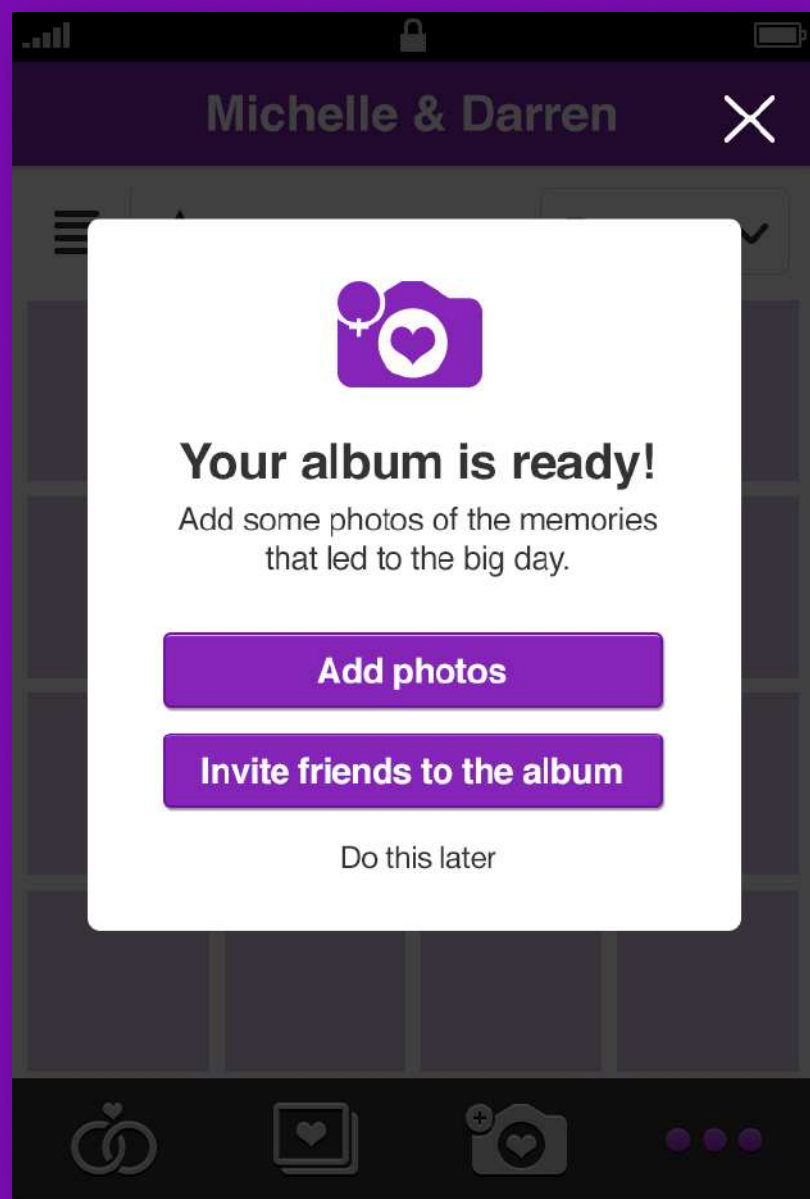
**End**

Date & Time

Event location

Save

Back Next



### Join wedding album

**Wedding code**

Enter code ?

Re-send wedding code

First name

Last name

Email

Password

Already have an account? Sign in

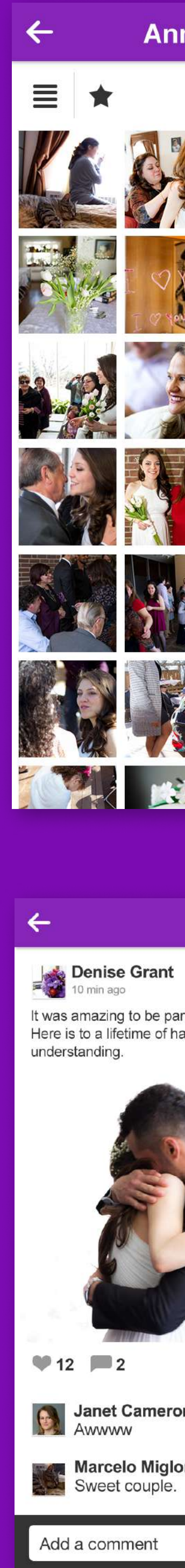
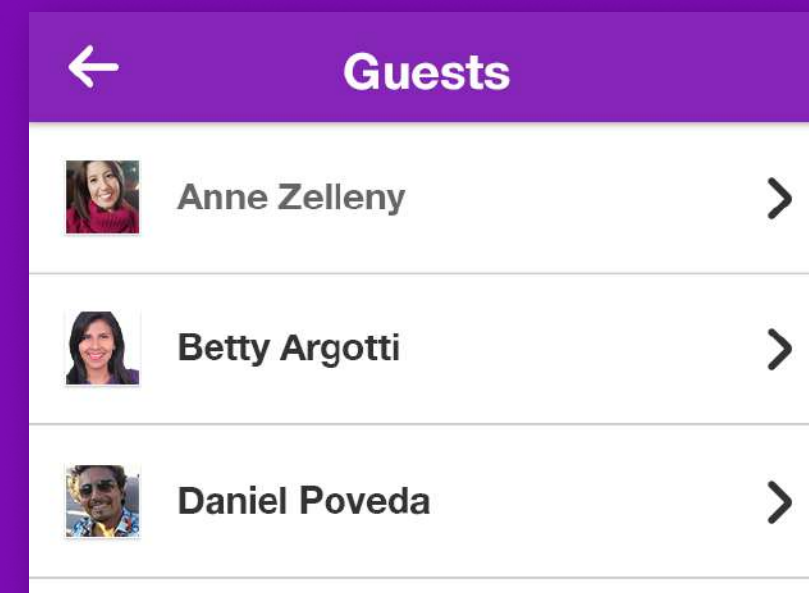
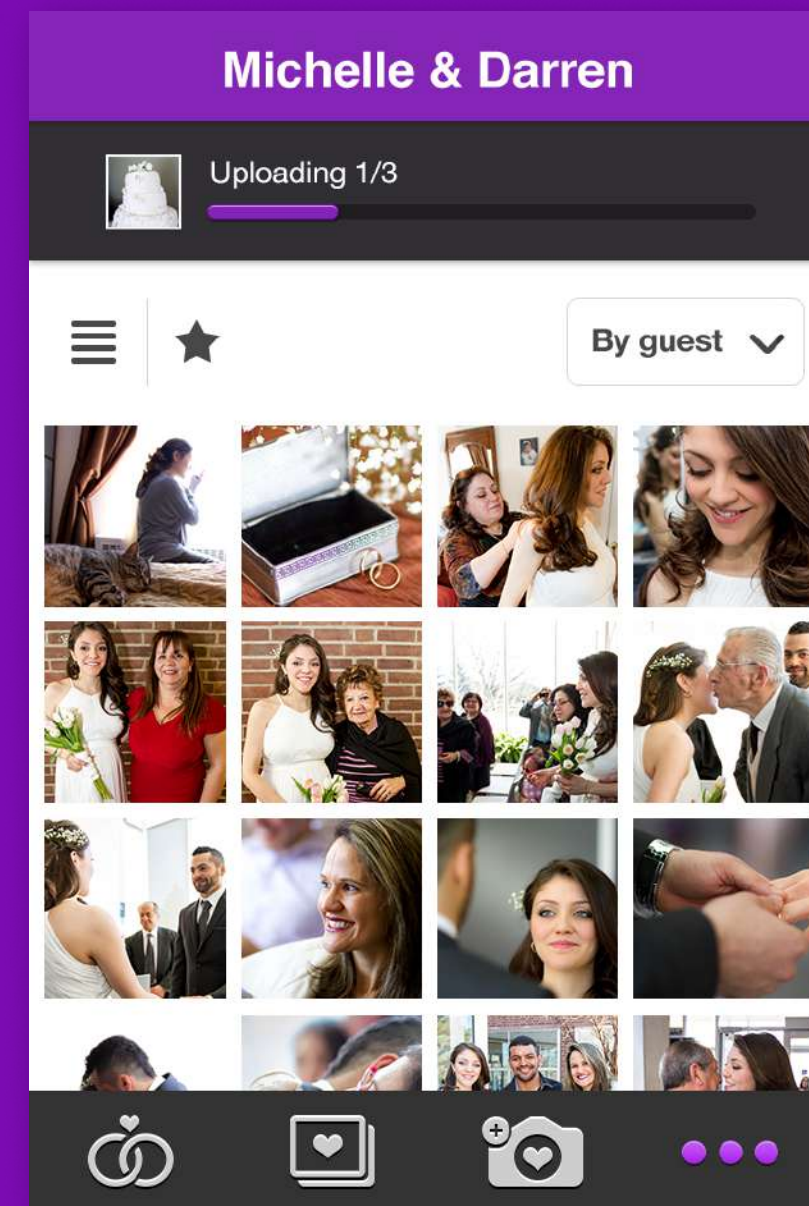
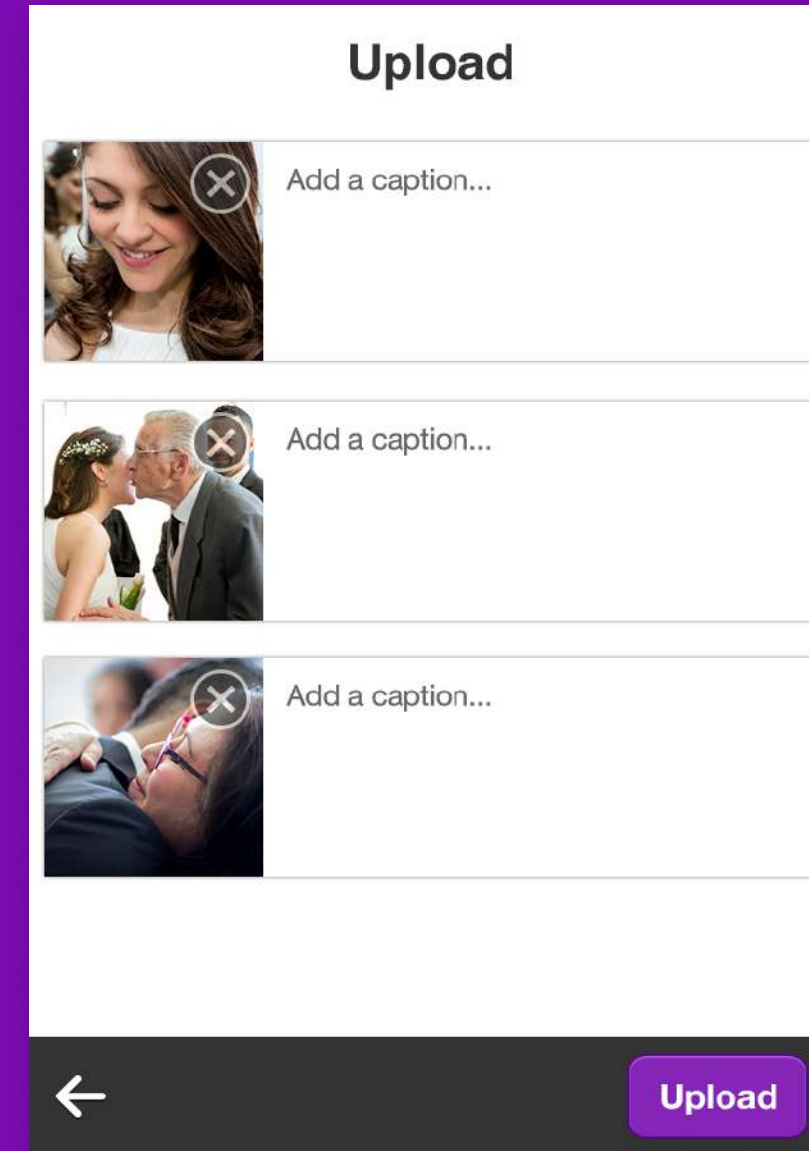
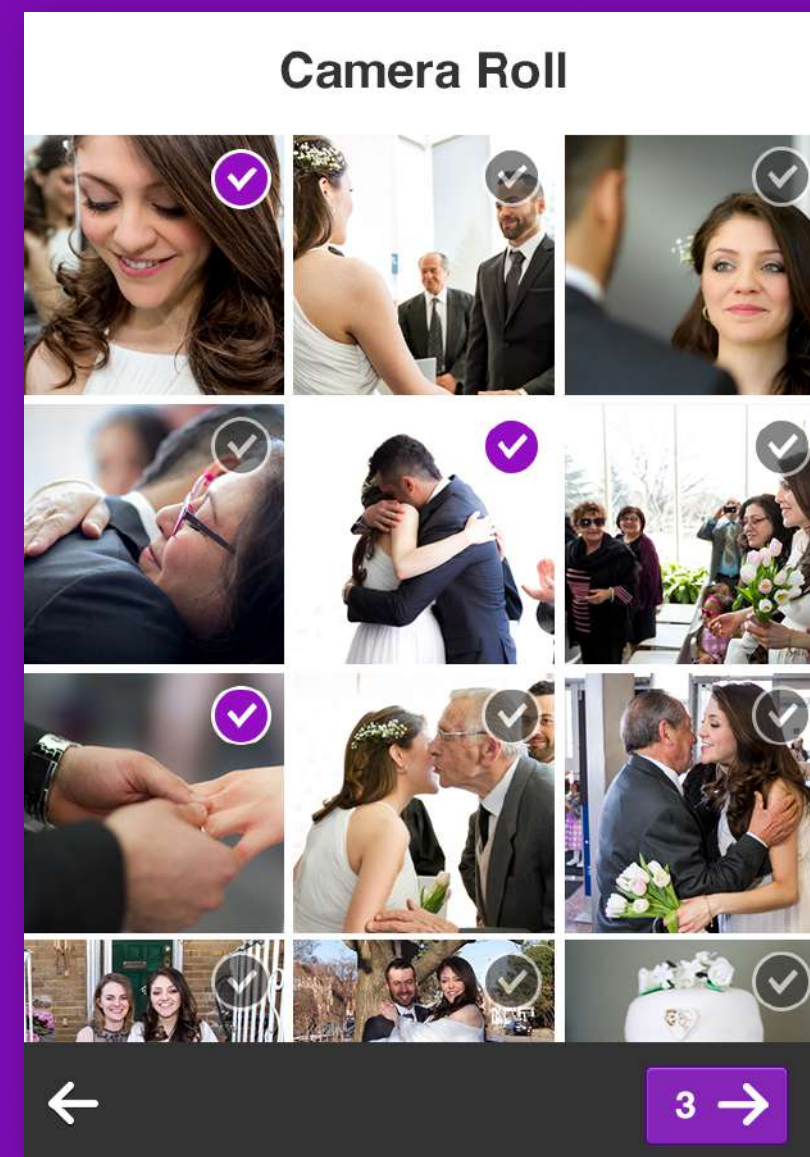
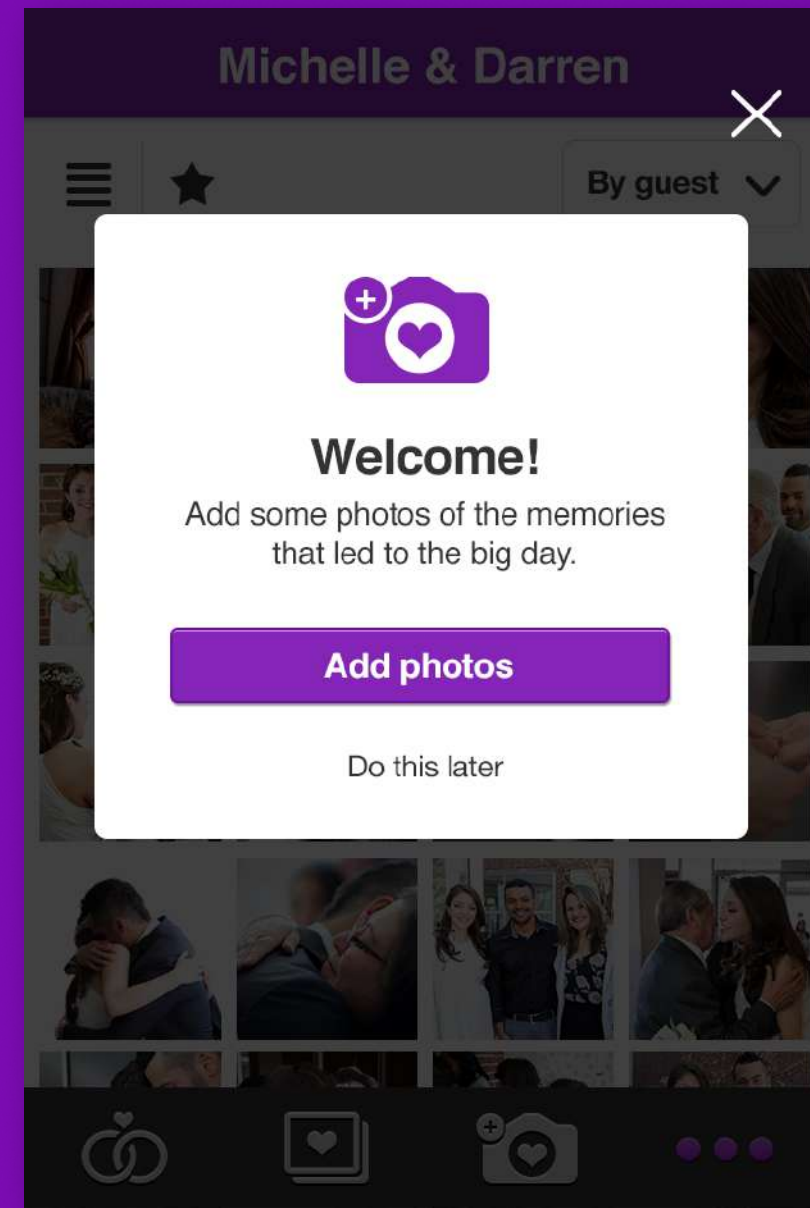
Next

### Michelle & Darren Wedding

FEBRUARY 13, 2014

**Pre-Party**  
7:00PM - 1:30AM  
Pho Pho  
345 Spadina Ave.  
Toronto, ON, Canada  
Map

**Ceremony**  
2:00PM - 3:30PM  
St. Anthony's Basilica  
345 Spadina Ave.

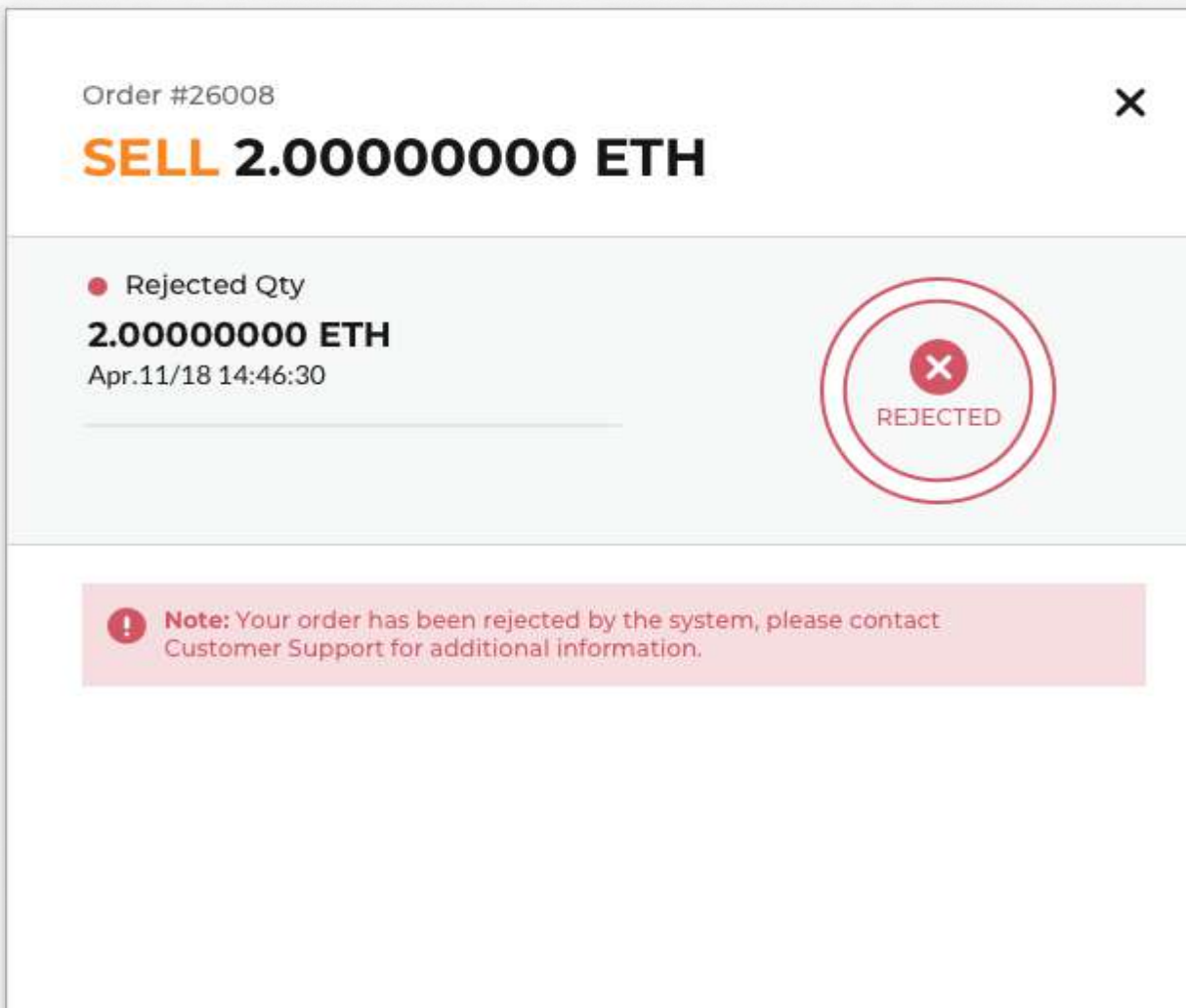
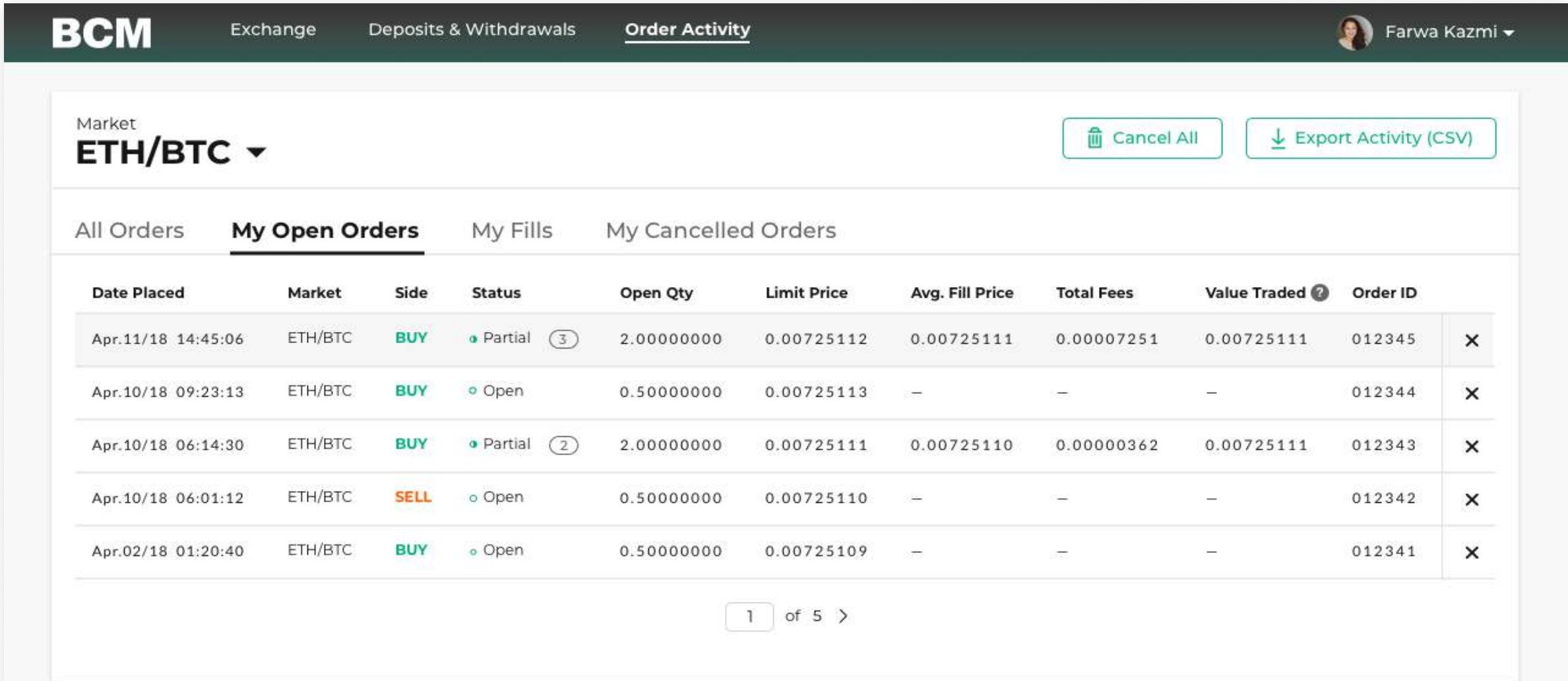
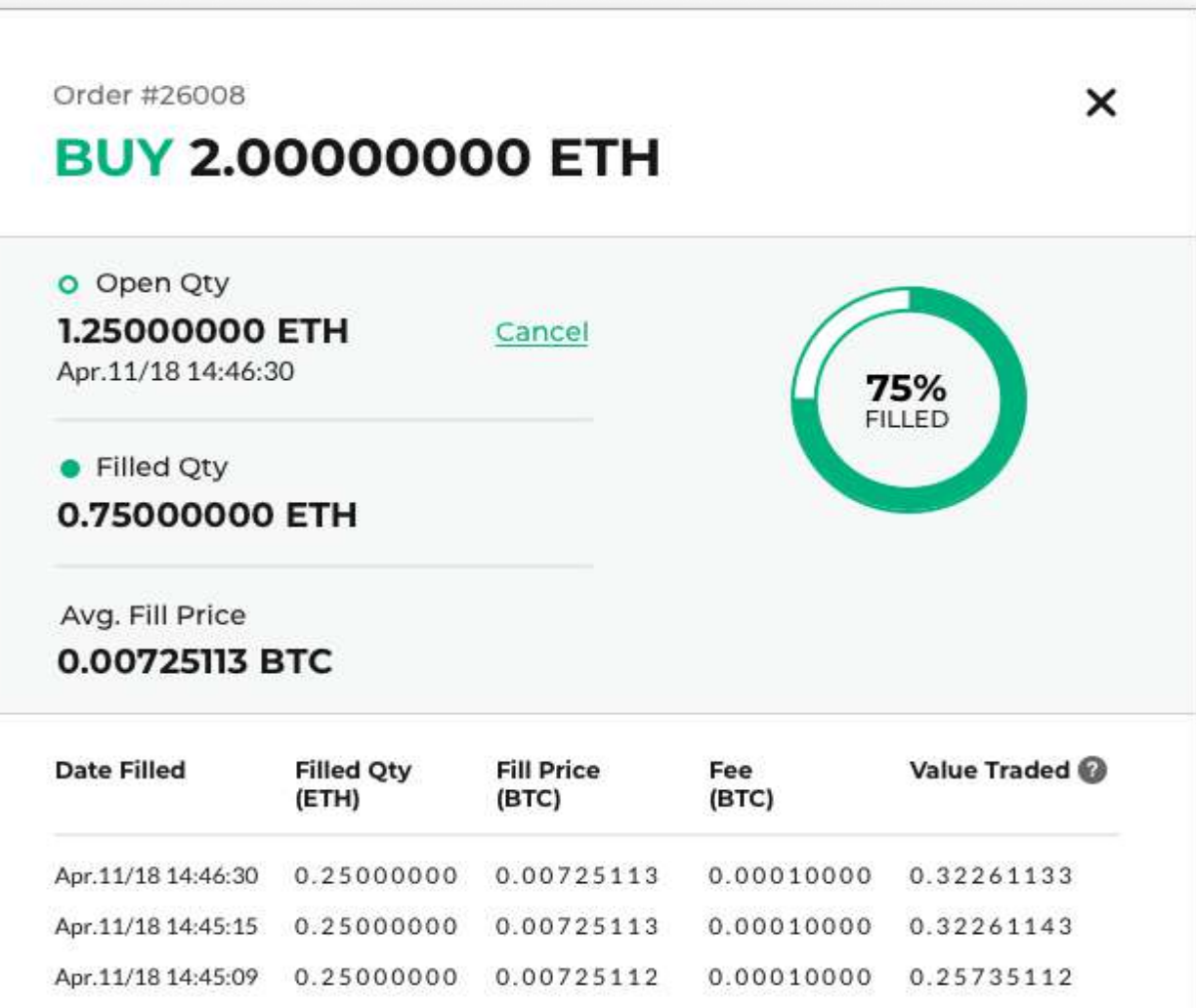
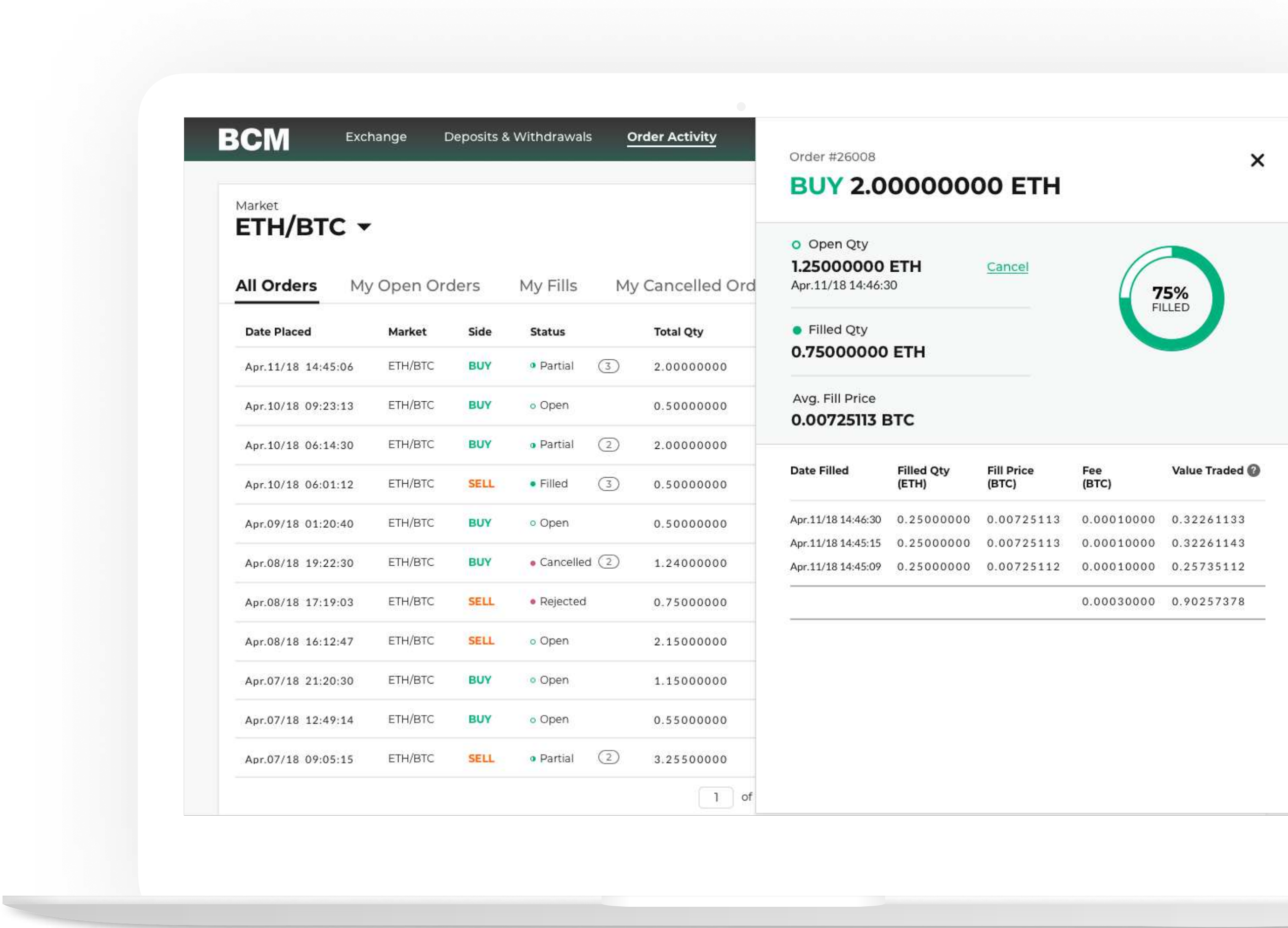




2018

ROLE: PRODUCT DESIGN    COMPANY: BCM EXCHANGE

Designed multiple features for **Fintech startup** BCM Exchange (acquired by bitbuy) to help customers trade with ease.

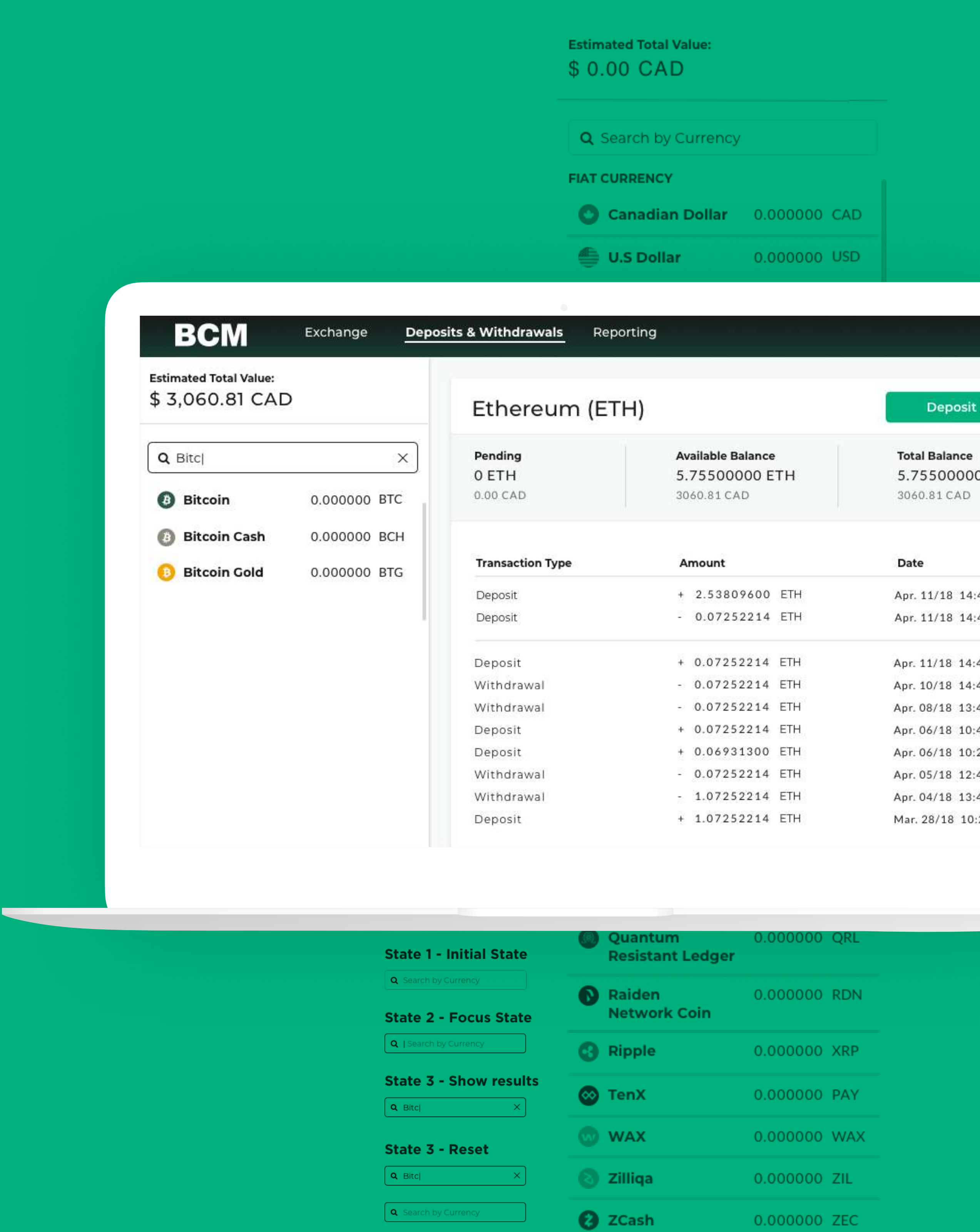




2018

ROLE: PRODUCT DESIGN    COMPANY: BCM EXCHANGE

Enabled traders to browse currency offerings, and check wallet balance by designing search and a financial market selector.

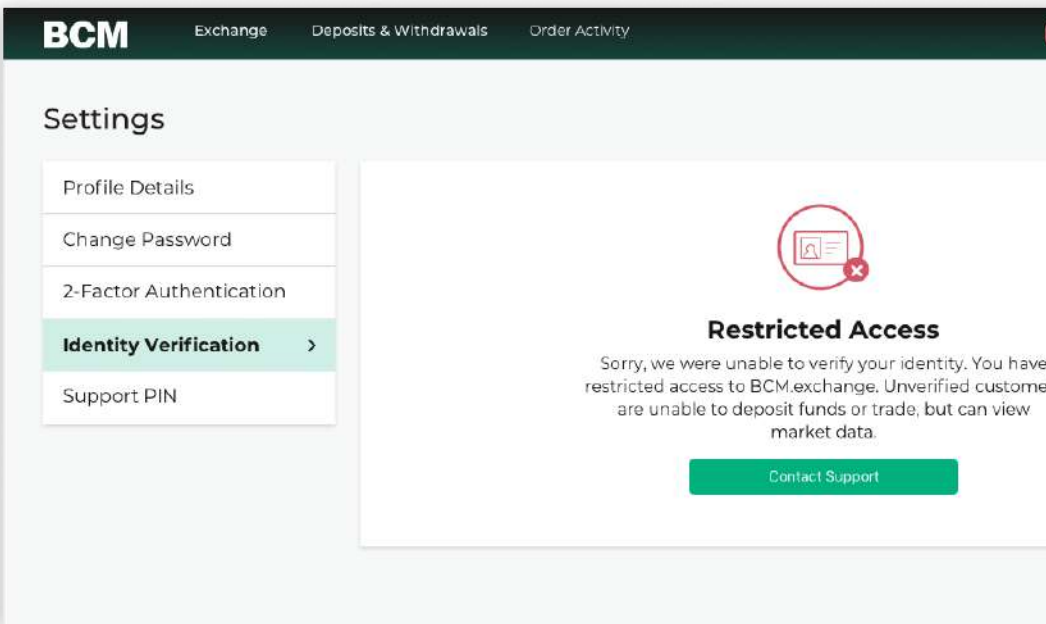
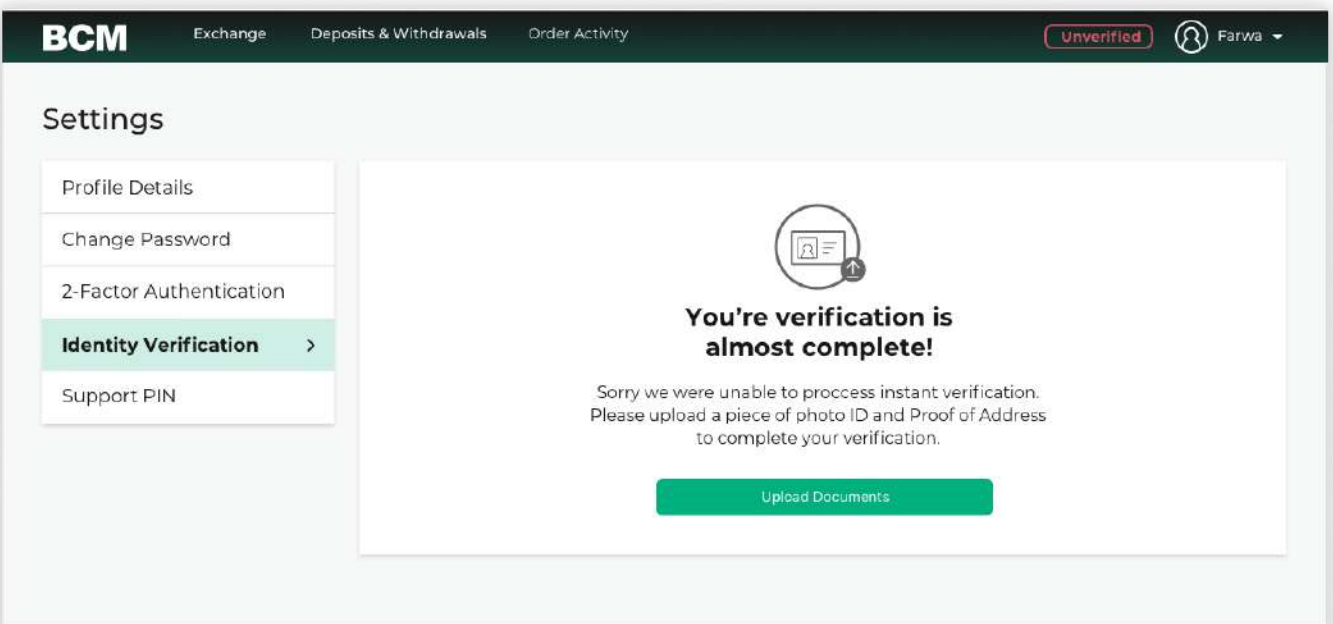
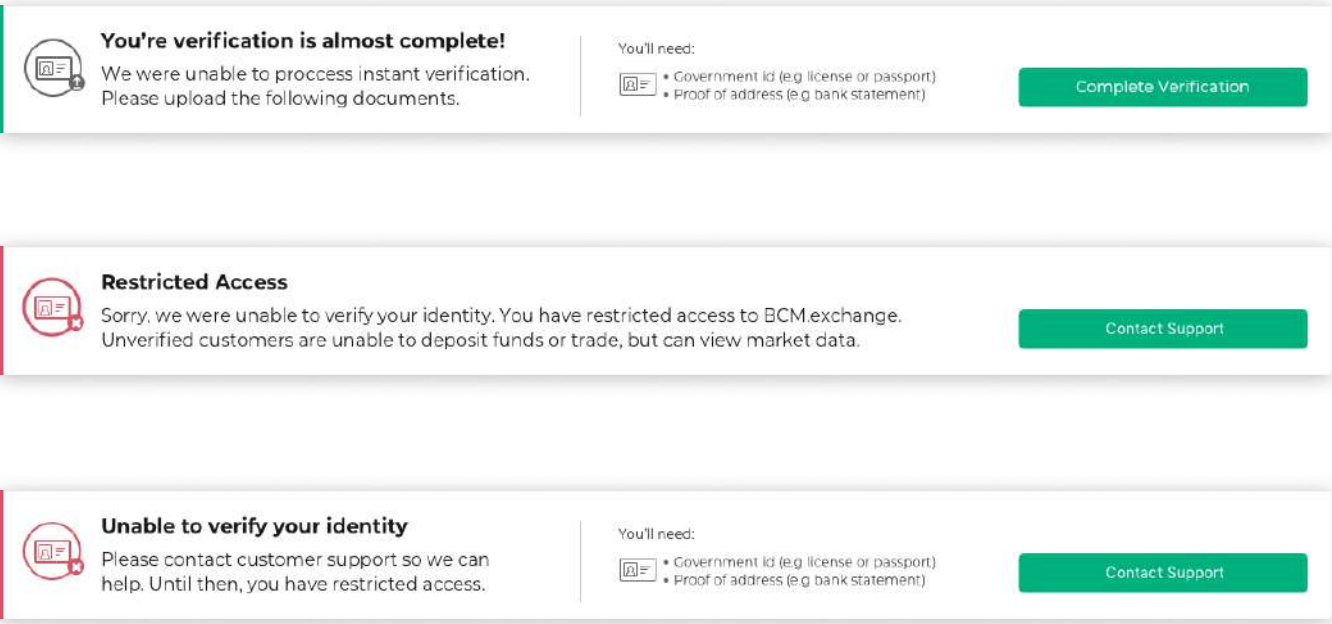
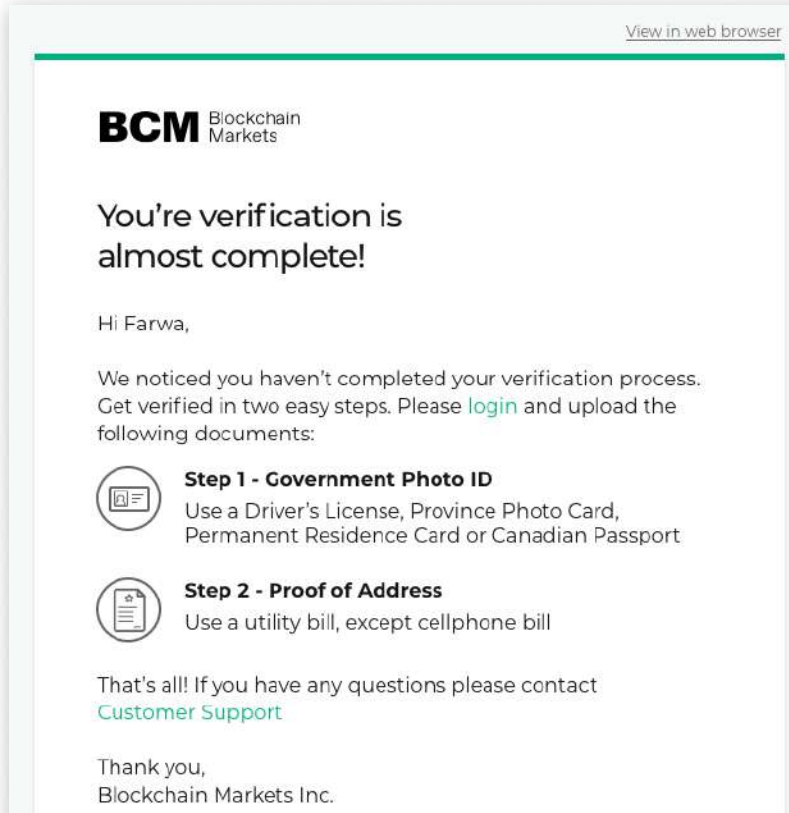
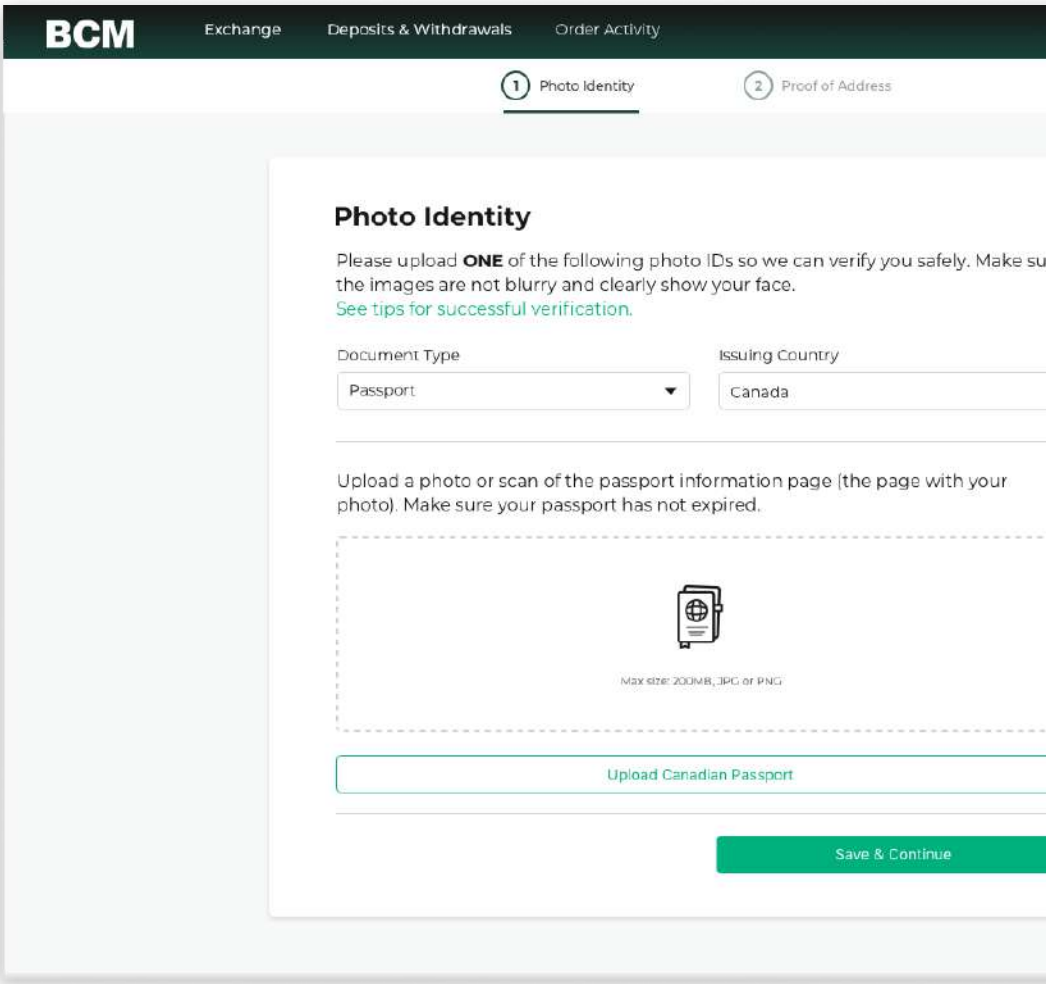
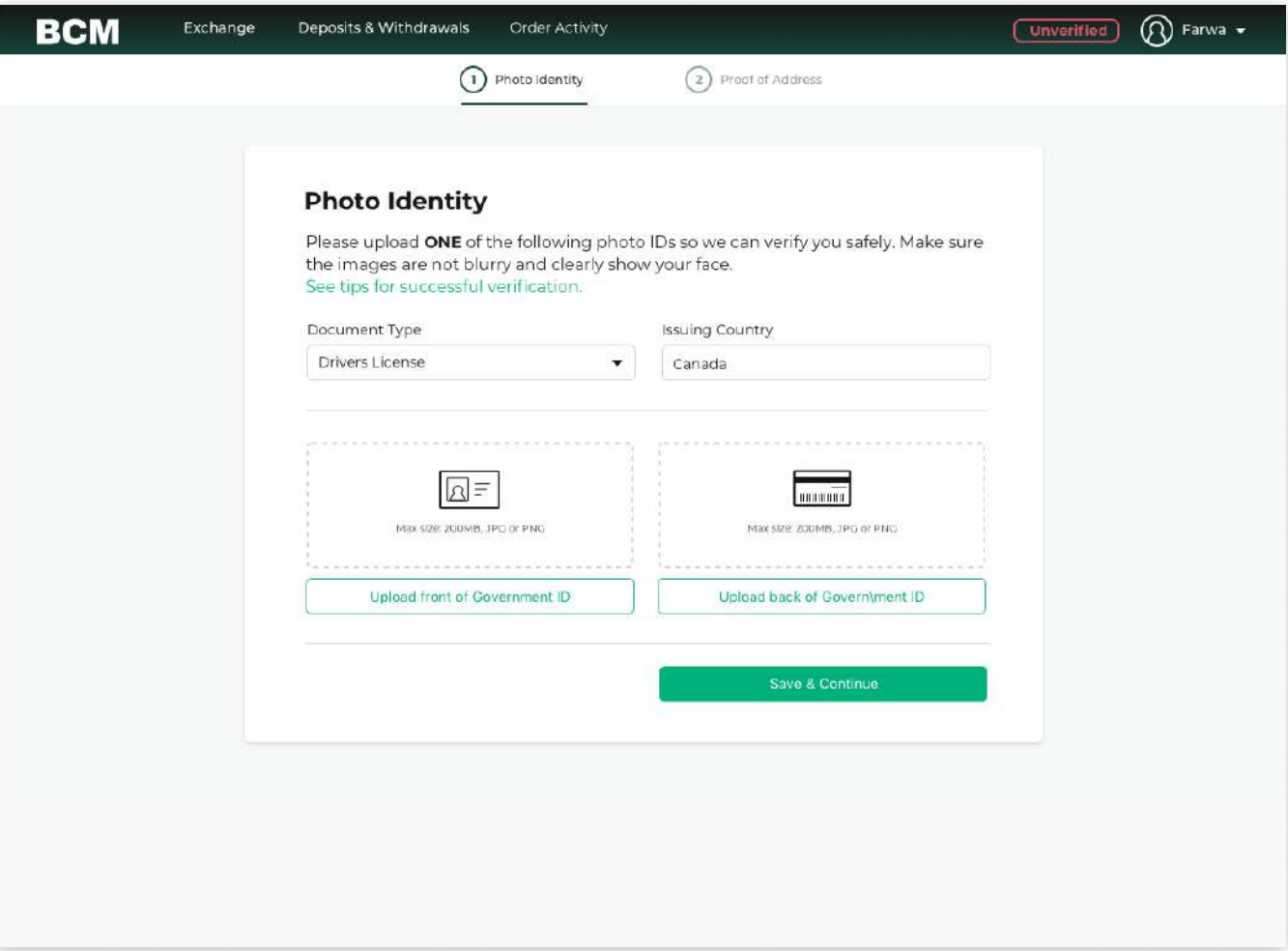
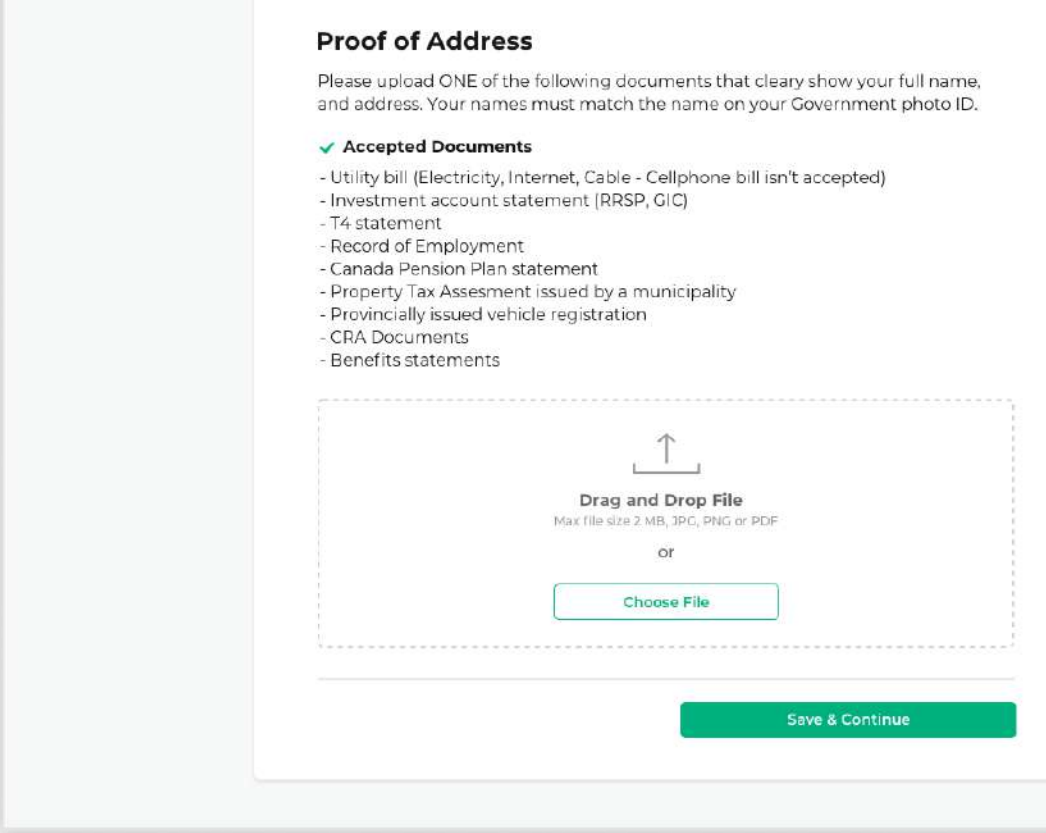
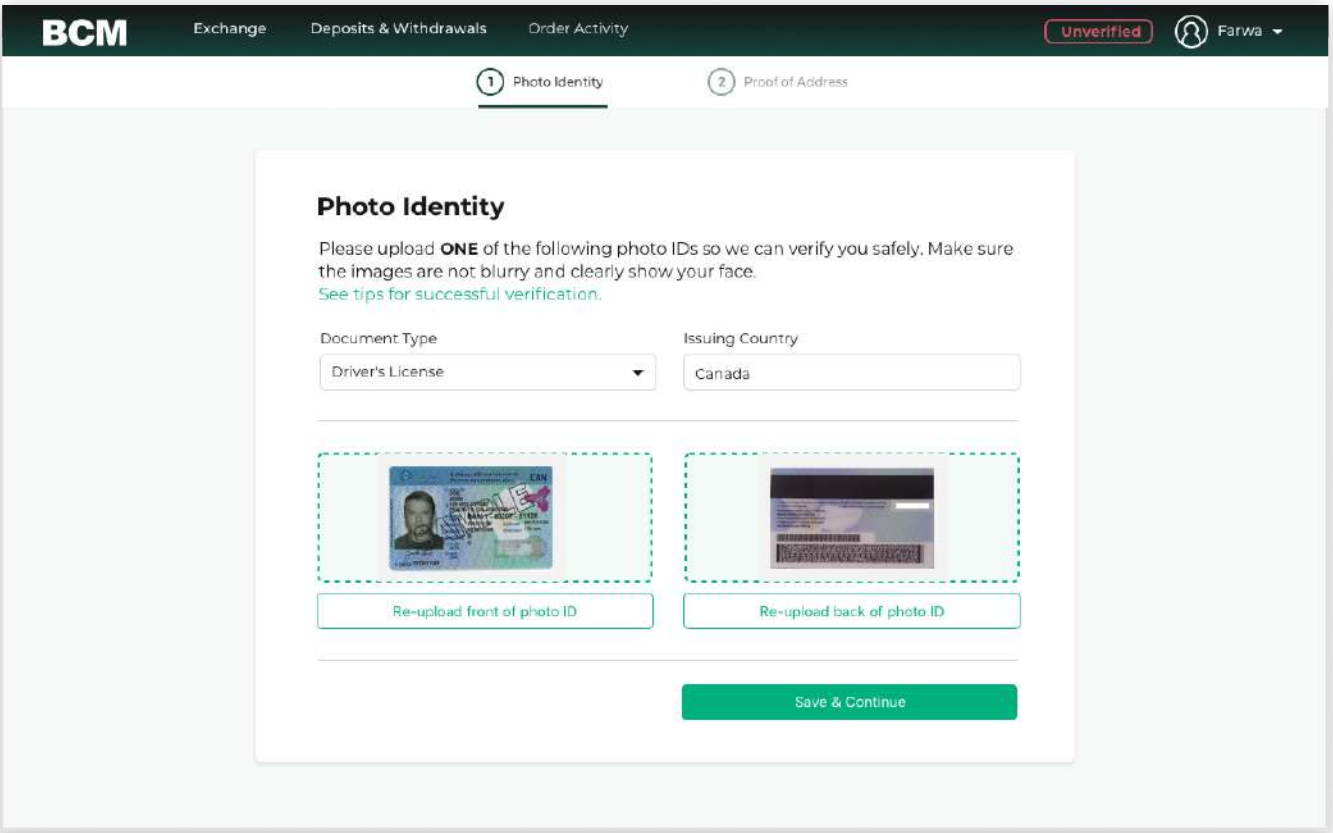




2018

ROLE: PRODUCT DESIGN    COMPANY: BCM EXCHANGE

Designed onboarding and KYC flows to mitigate how traders **verify their identity** for secure transactions on the exchange.





In 2019, I joined Series A startup CareGuide,

**Where I connected care providers  
with care seekers across 7 brands.**



CareGuide  
CanadianNanny.ca

**CCA** Child Care  
Advantage



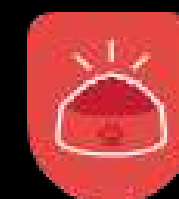
CareGuide  
ElderCare.com



CareGuide  
Housekeeper.com



CareGuide  
HouseSitter.com



CareGuide  
PetSitter.com



CareGuide  
Sitter.com

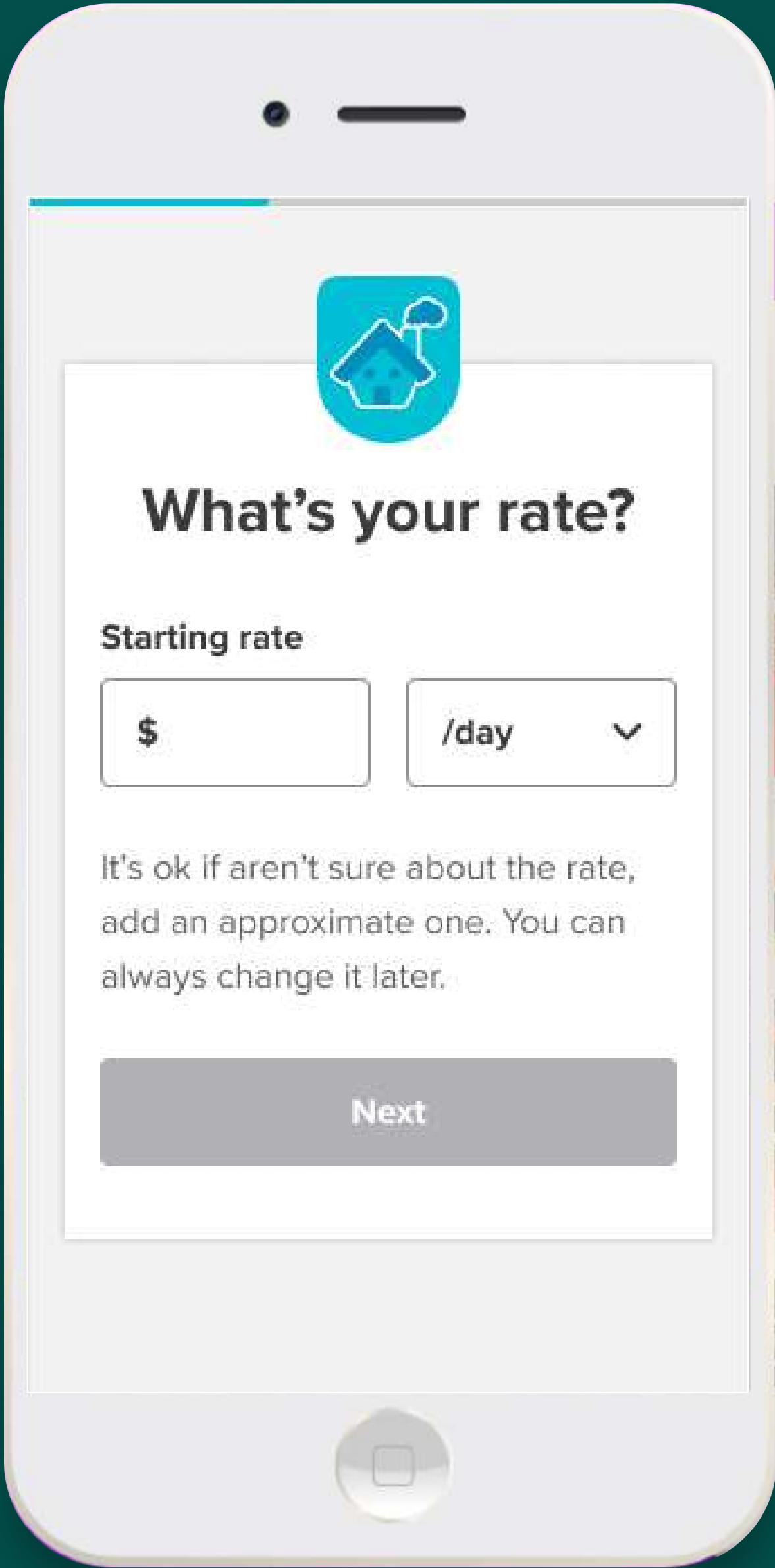


2020

ROLE: PRODUCT DESIGN      COMPANY: CAREGUIDE

Designed a wage system to allow all marketplace sites and members to add rates with greater flexibility and accuracy.

The solution consolidated previous wage types while giving members the flexibility to add rates that reflected their budget and services offered.



Featured

Neal Z

Green Valley, Arizona

Active 1 day ago

\$

 From 25.00/day

I am retired Military, love dogs/cats, Reliable/Flexible to your needs-I stay in your home so your babies stay in luxury.

My name is Neal Z, I live in Sahuarita. I am retired Air Force and retired Government looking to assist you with your furbaby or home sitting needs. I love dogs and cats and I can cater to your needs, I can...

Read more

CareGuide HouseSitter.com

Neal Z

No reviews yet

I am retired Military, love dogs/cats, Reliable/Flexible to your needs-I stay in your home so your babies stay in luxury.

Green Valley, Arizona

Active 1 day ago

\$

 From 25.00/day

Want to connect with Neal?

Get started

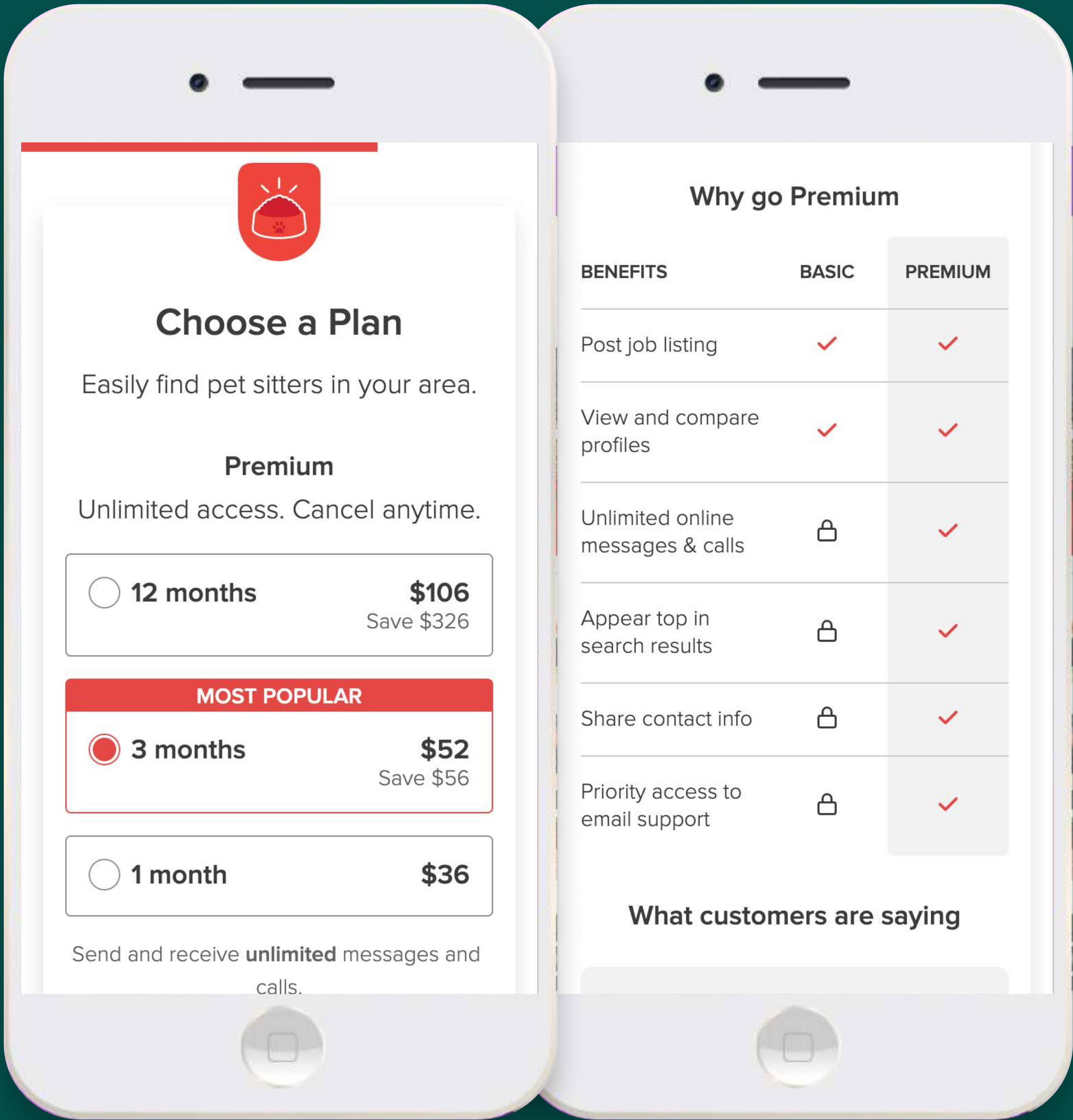


2019

ROLE: PRODUCT DESIGN      COMPANY: CAREGUIDE

Increased account creation by bringing clarity to the marketplace plans page.

This also resulted in reduced customer support tickets regarding subscription pricing, conditions, and inadvertent purchases.





2021

ROLE: RESEARCH LEAD      COMPANY: CAREGUIDE

Led a research project focused on the marketplace sign up flow and influenced the product roadmap.

Based on the findings features were removed, and enhanced. Experiments were also launched to help improve profile quality and increase listing completion.

Used with permission of CareGuide Inc.



EMPLOYER / INSIGHTS

**What are the biggest challenges of the existing onboarding process?**

**Missing helpful information to help build a quality profile/job listing**

- Candidates look similar - Hard to know what's real and what's not
- The geographic location is too vague
- Lack of photos raise security concerns
- Cleaner and employer segments use the exact same GSF
- Lack of ID verifications make it hard for people to trust each other
- Doesn't have variety of options for services, types of cleaning, types of employment, description of space and wages

**People skip or enter inaccurate information**

- People aren't clear why we collect certain information and confuses people about what the site does
- Asks irrelevant & confusing questions (ex: sponsorship)
- People skip or place an inaccurate number in wage field, this leads to frustration when quotes or rates are higher than posted

**Missed opportunity to match members with greater efficiency**



INSIGHTS

**Availability, location, pay and services are top priority**

**Observations**

- Location isn't accurate and employers get messages from people far away
- Employers screen caregivers based on their availability
- Some residential cleaners aren't interested in doing hospitality cleaning and turnover
- Employers need to ask this to every person they contact


**Opportunities**

- Offer more detailed ways to capture availability. For example time of day, day of the week, and frequency of cleaning
- Ask for more precise location
- Allow cleaners to communicate wages by hourly, ranges, or minimums
- Add specific service options for each segment
- Site averages for wages

**“**

Our only vetting is how far are they from us? What's their confirmed rate? What's their availability? And what services are they willing to do? If those things, check all the boxes, then we want to meet with them as soon as possible.

**– Employer, Housekeeper.com**



**What should [seekerNamePlural] know about you?**

**Headline**  
State who you are & what you're offering

Autogen - Lorem in tempor rhoncus lectus eu feugiat hac


**Introduce your work**  
Describe what you do and why you are the best.

RECOMMENDED

☐ Write a description using suggested topics

☐ Write your own description

Skip



**What should [seekerNamePlural] know about you?**

**Headline**  
State who you are & what you're offering

Autogen - Suspendisse viverra imperdiet laoreet viverra ac quisque

100 character minimum 0/100


**Get started with these prompts:**

- What services do you offer?
- What experience do you have?
- Why should they hire you?
- Any special qualifications or training?
- What's your availability?

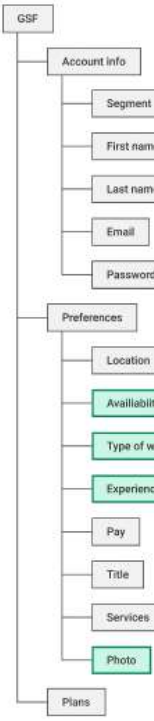
Description tips & examples


Skip

**Onboarding - Employer**






**Onboarding - Employee**





**Add your profile photo**

Photos help people feel they are connecting with a real person. Add a photo to increase your chance of finding a match.



**Make a good first impression:**

- Use a photo of your face
- Center yourself and smile
- Avoid photos with text

Add profile photo

I'll do this later








In 2021, I was promoted to Design Manager

**I led and scaled the design and research practices across the Core product.**



**ROLE: DESIGN MANAGER      COMPANY: CAREGUIDE**

Led a team of 2 product designers to build out CareGuide's Core product which consisted of 7 primary sites and 22 secondary ones aimed at connecting care seekers with caregivers.



## Product Designer, CareGuide

REMOTE

Canada - CareGuide - Full time

OVERVIEWAPPLICATION

### ABOUT THE ROLE

As a product designer at CG you will influence the product and help people find quality care and meaningful work. Your efforts will be focused on improving the experience of onboarding, profiles, communication, and search. With access to over 100,000 monthly active members, you will be able to conduct extensive research and see the impact of your work. Lastly, you'll be part of a talented, cross-functional team where you'll represent the voice of our members. Together we'll create a better experience for all.

### OUR DESIGN PRINCIPLES

**Dare to care** - Our members are caring people who always look out for others. This is our opportunity to do the same. We want people to feel heard, seen and cared for when using our platforms.

**Support individual needs** - We are the best place to find rewarding work and quality care. Our platforms cater to members' unique needs and help them achieve their goals.

**Be the guide for care** - We support people by bringing clarity to the process, driving momentum and managing expectations. Our members always know what's next and thrive with our guidance.

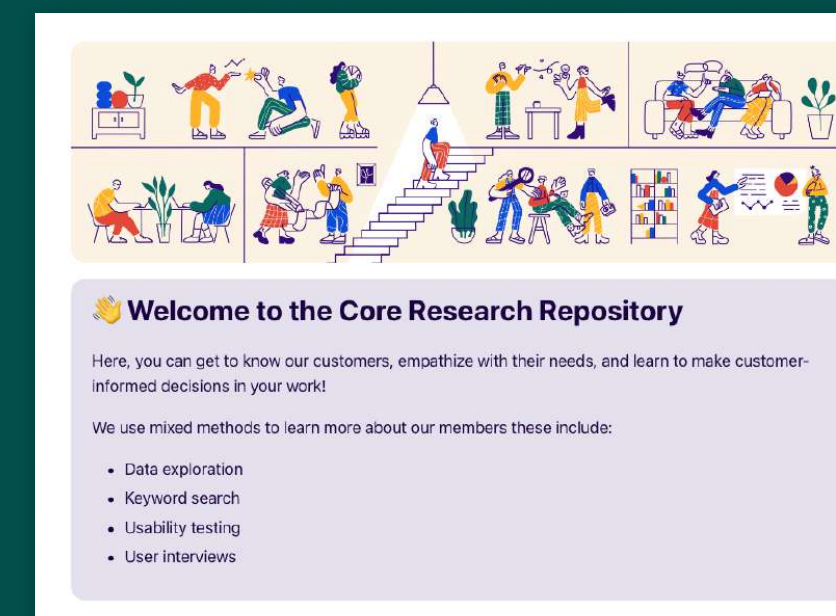
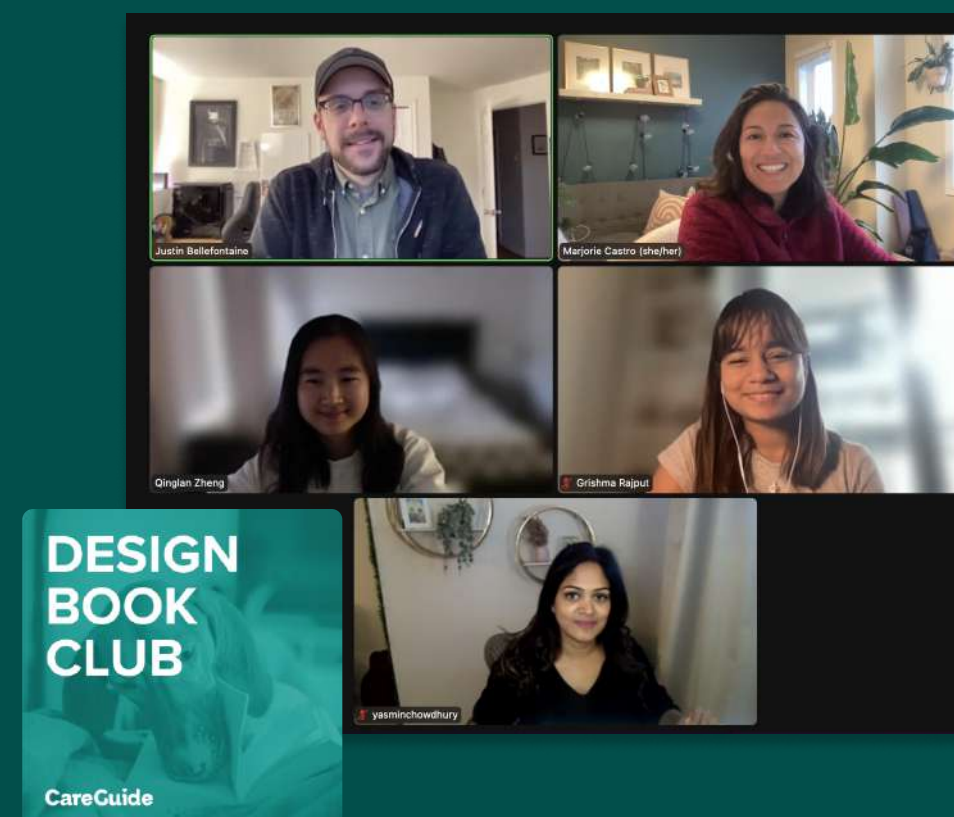
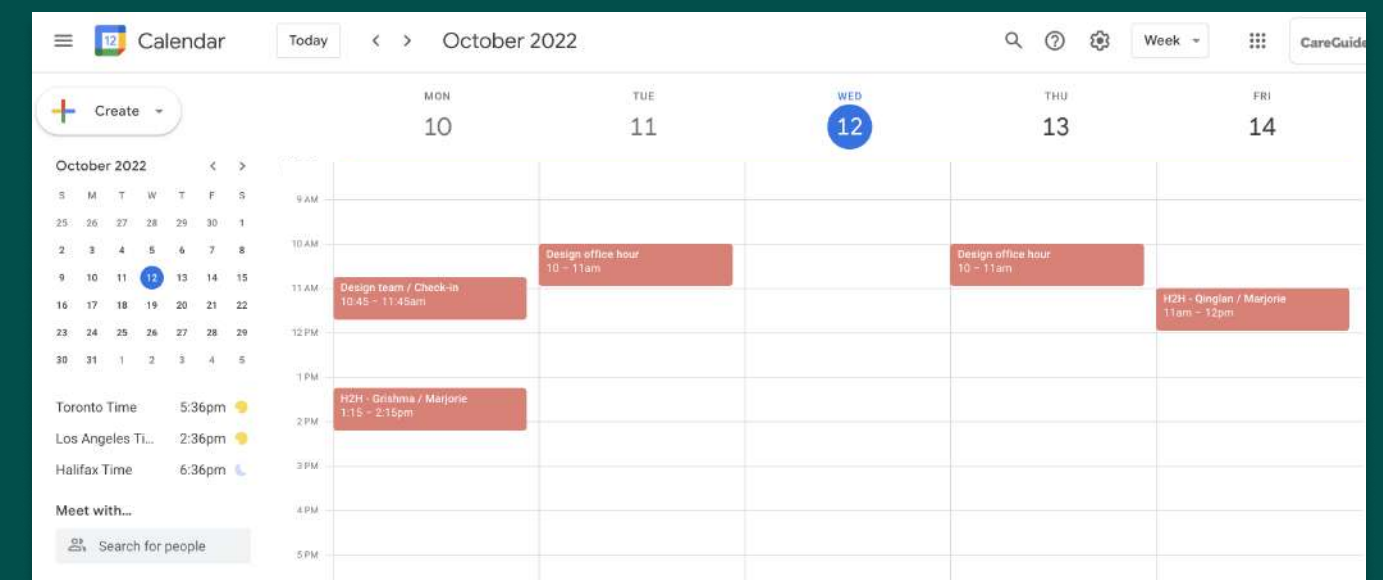
**Cultivate safe & secure spaces** - We deliver peace of mind by prioritizing trust and safety. We take proactive steps to build quality communities and trustworthy platforms members can count on.

**Celebrate the remarkable** - Every person is a world and we encourage members to express what makes them one-of-a-kind. We help people build relationships by connecting over their uniqueness.

### Requirements

#### WHAT YOU'LL DO

- Conduct user research to understand members goals and uncover opportunities
- Identify UX and business outcomes to measure the impact of a solution
- Facilitate workshops to explore design challenges and potential solutions with the product team
- Work on new and existing features through sketching, wireframing, user flows, prototyping and user testing
- Develop the user experience across multiple products for the web
- Pair with engineers to build high quality functional and visual experiences
- Contribute to, evolve and maintain the design system
- Ensure our platform follows WCAG 2.0 AA Accessibility guidelines



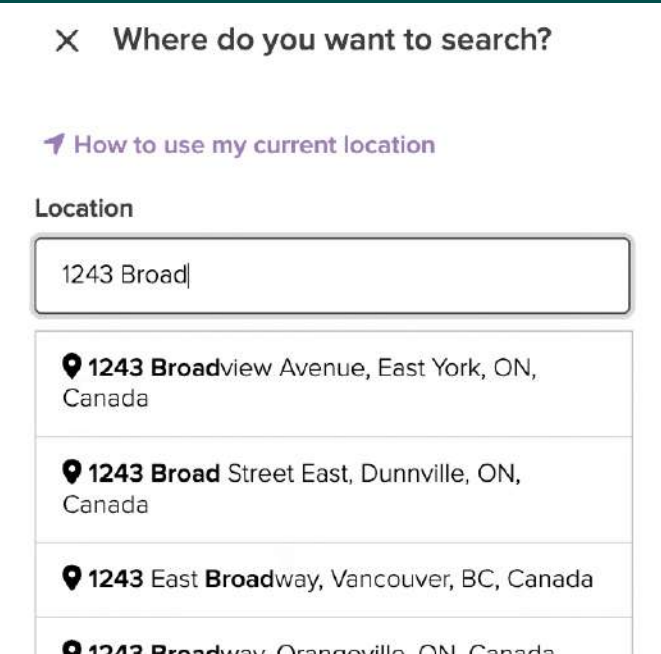
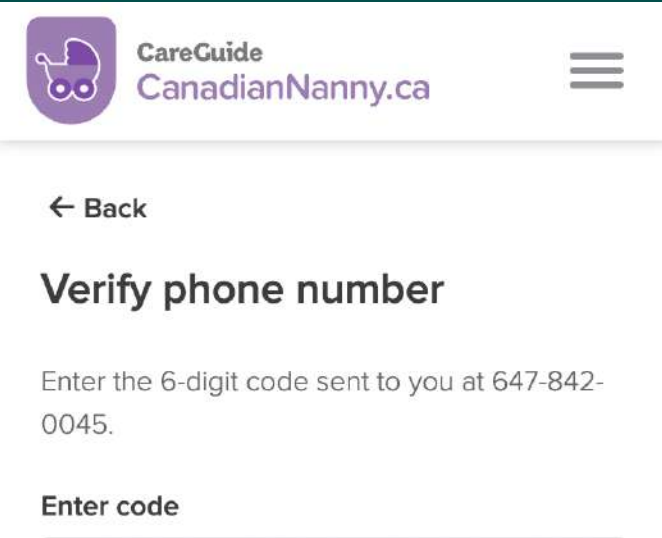
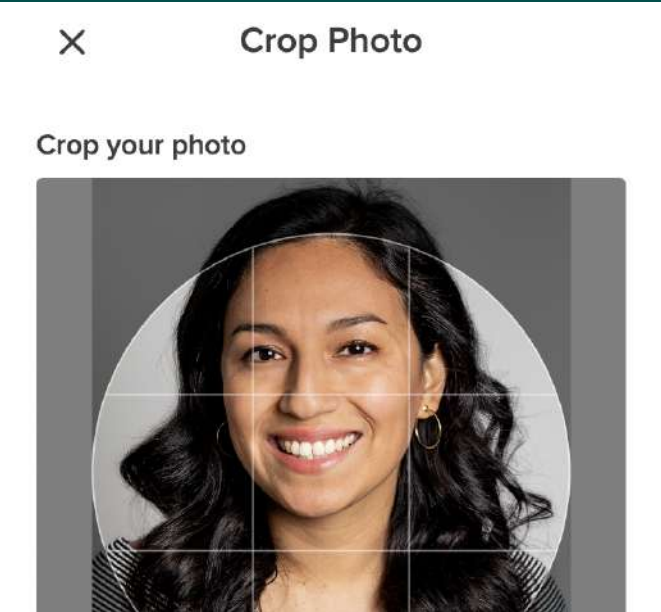
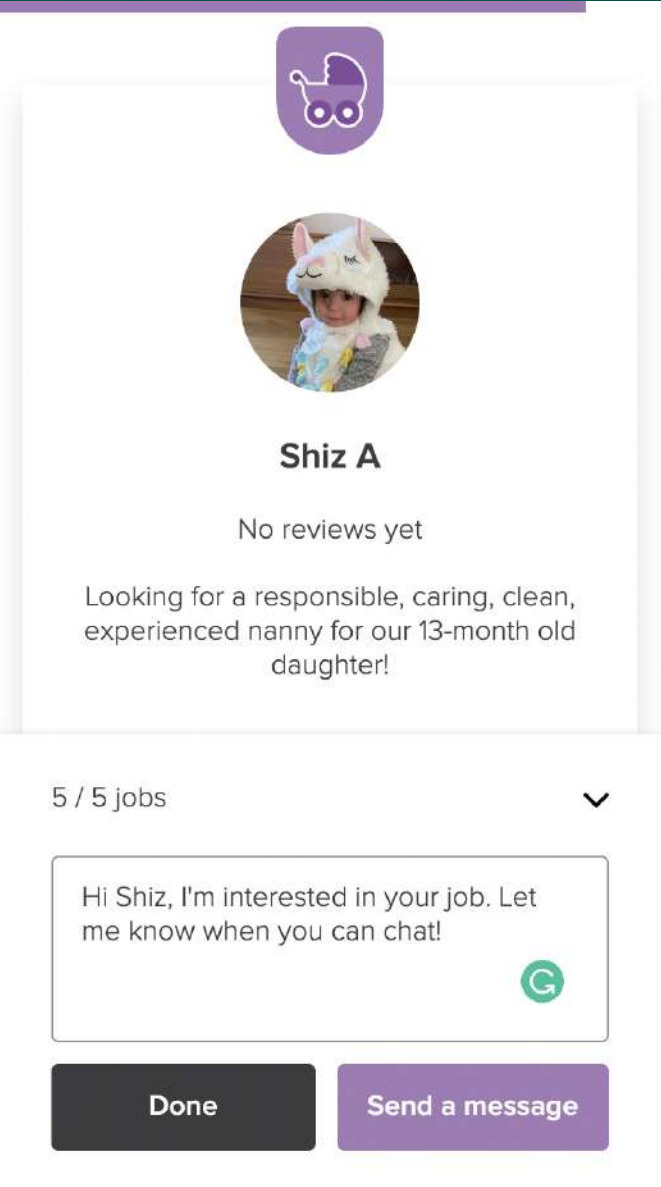
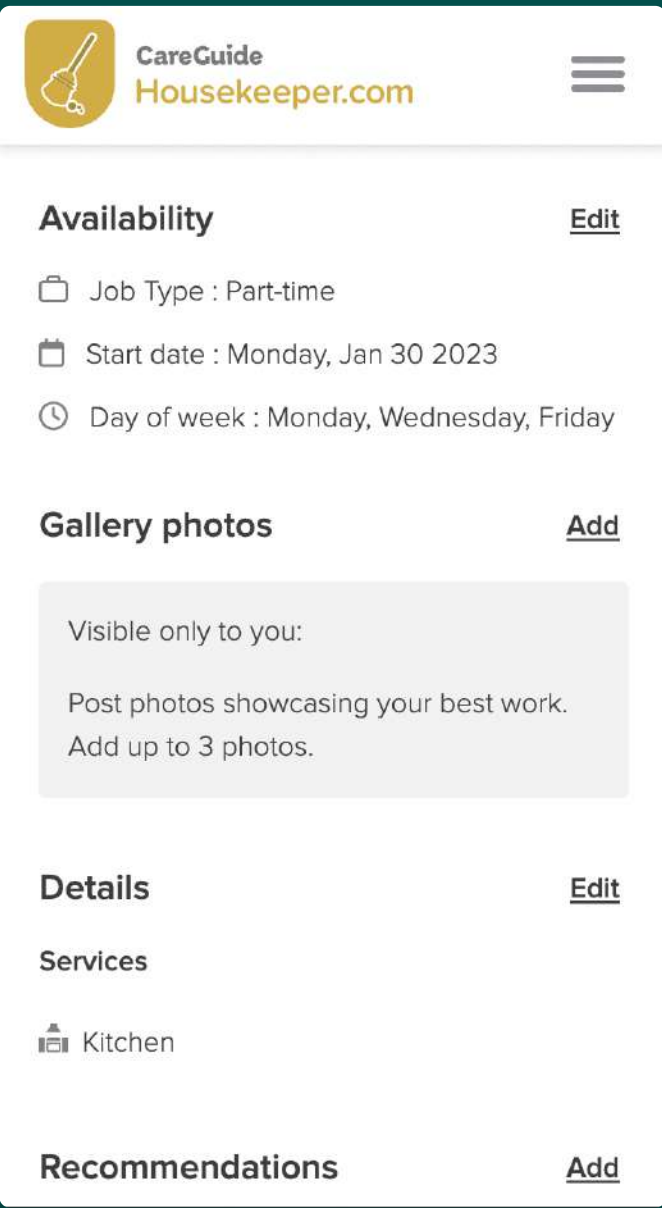
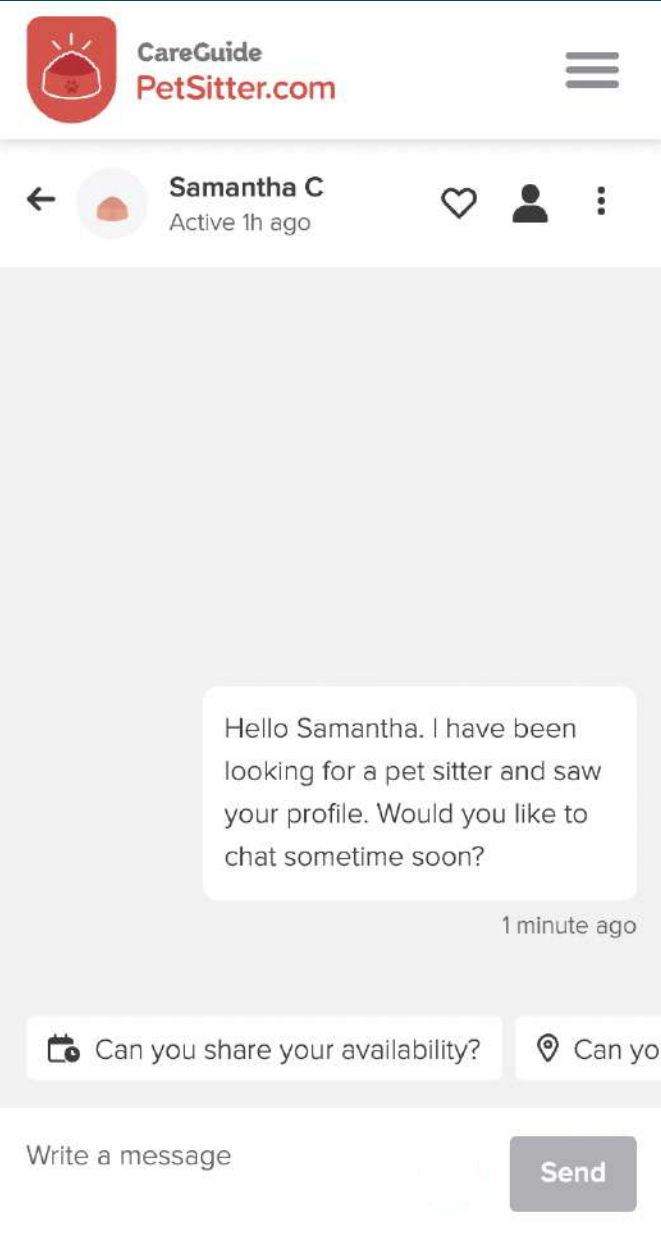
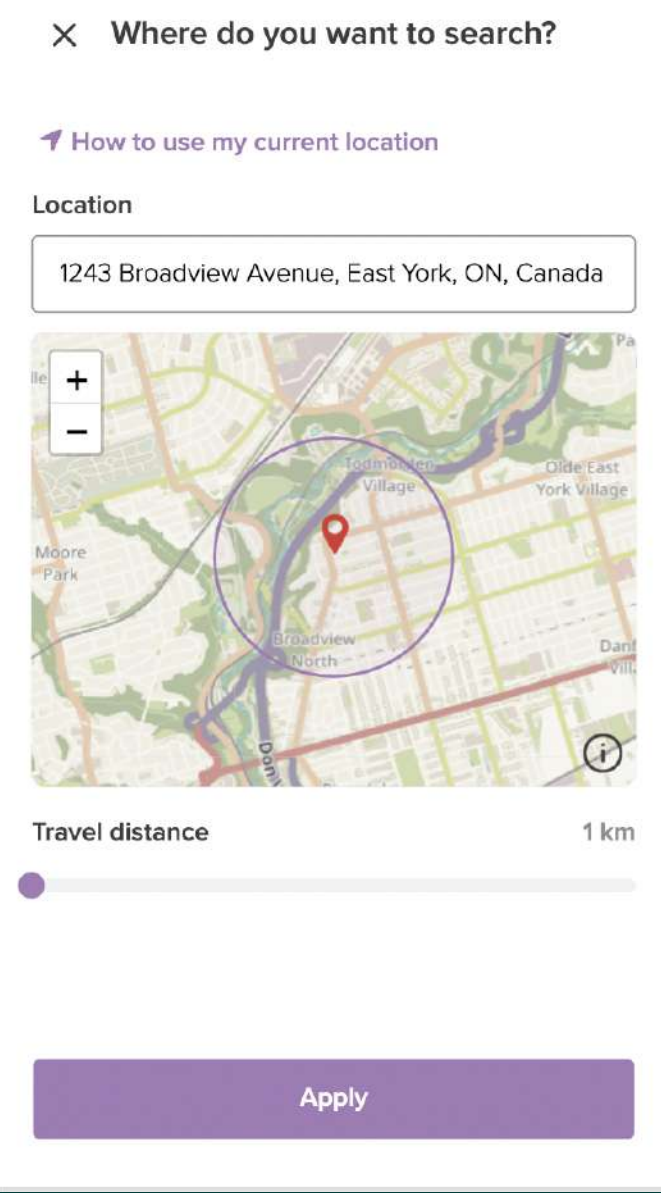
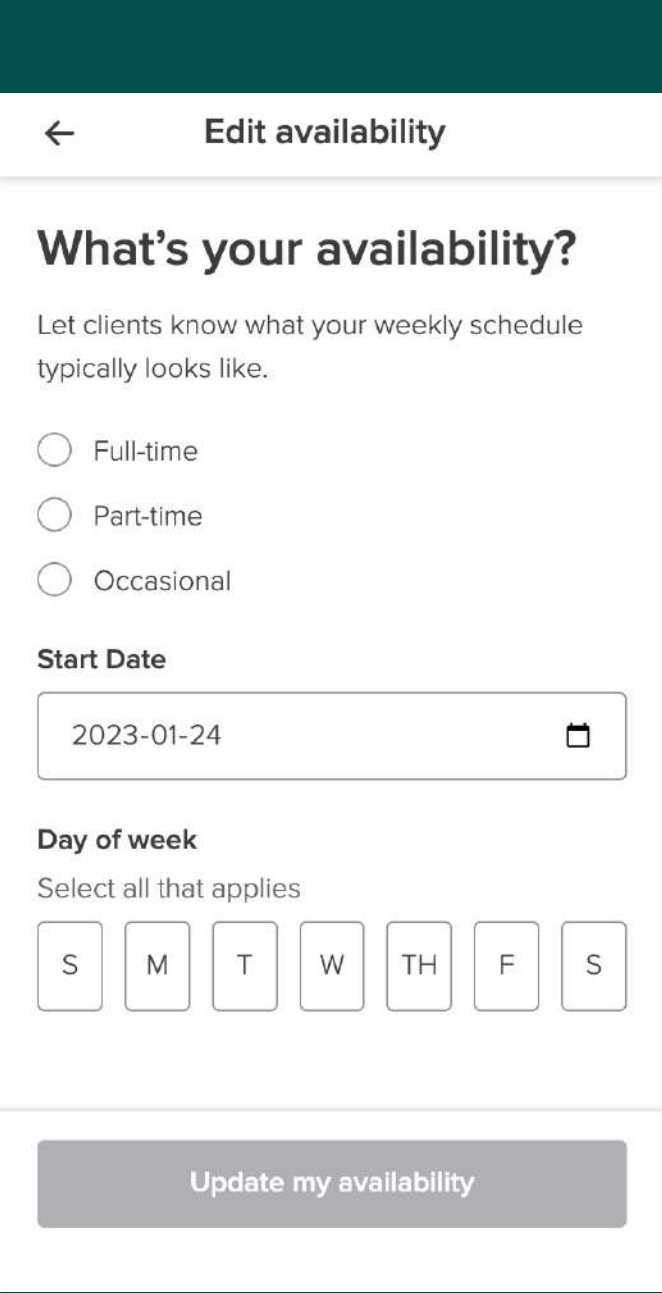
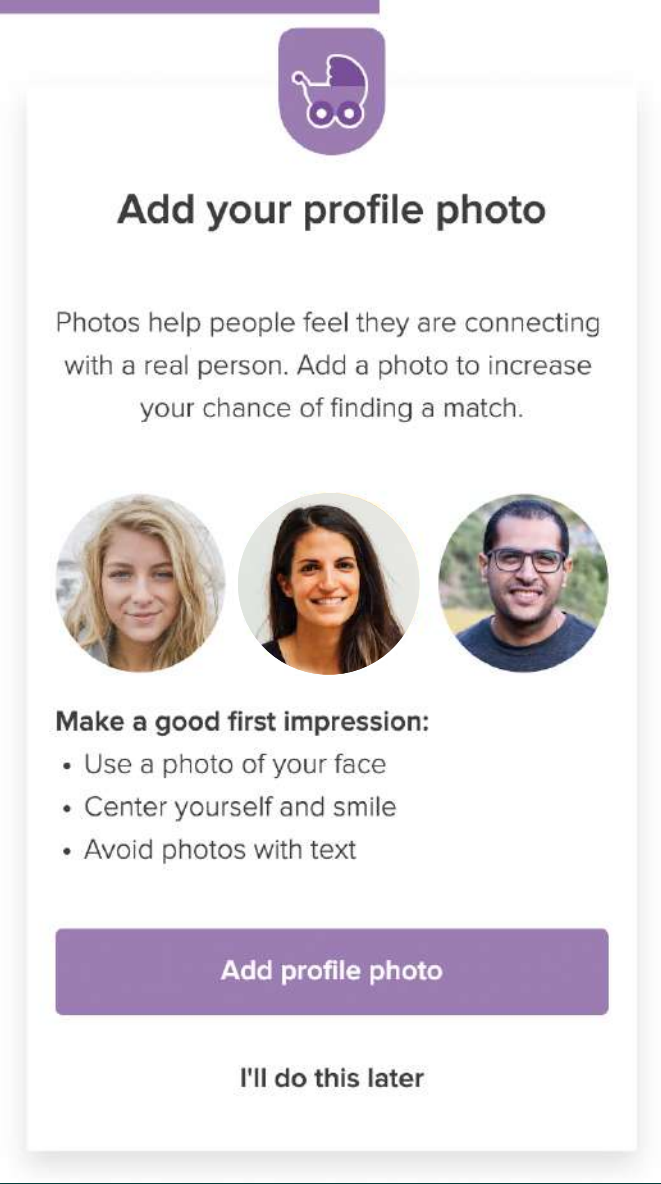


2021

ROLE: DESIGN MANAGER    COMPANY: CAREGUIDE

Supported projects to **improve trust, messaging, response rates, availability, directory health, and location.**

From research to build to iterations, I paired with designers through office hours, design reviews, and demos to craft solutions.





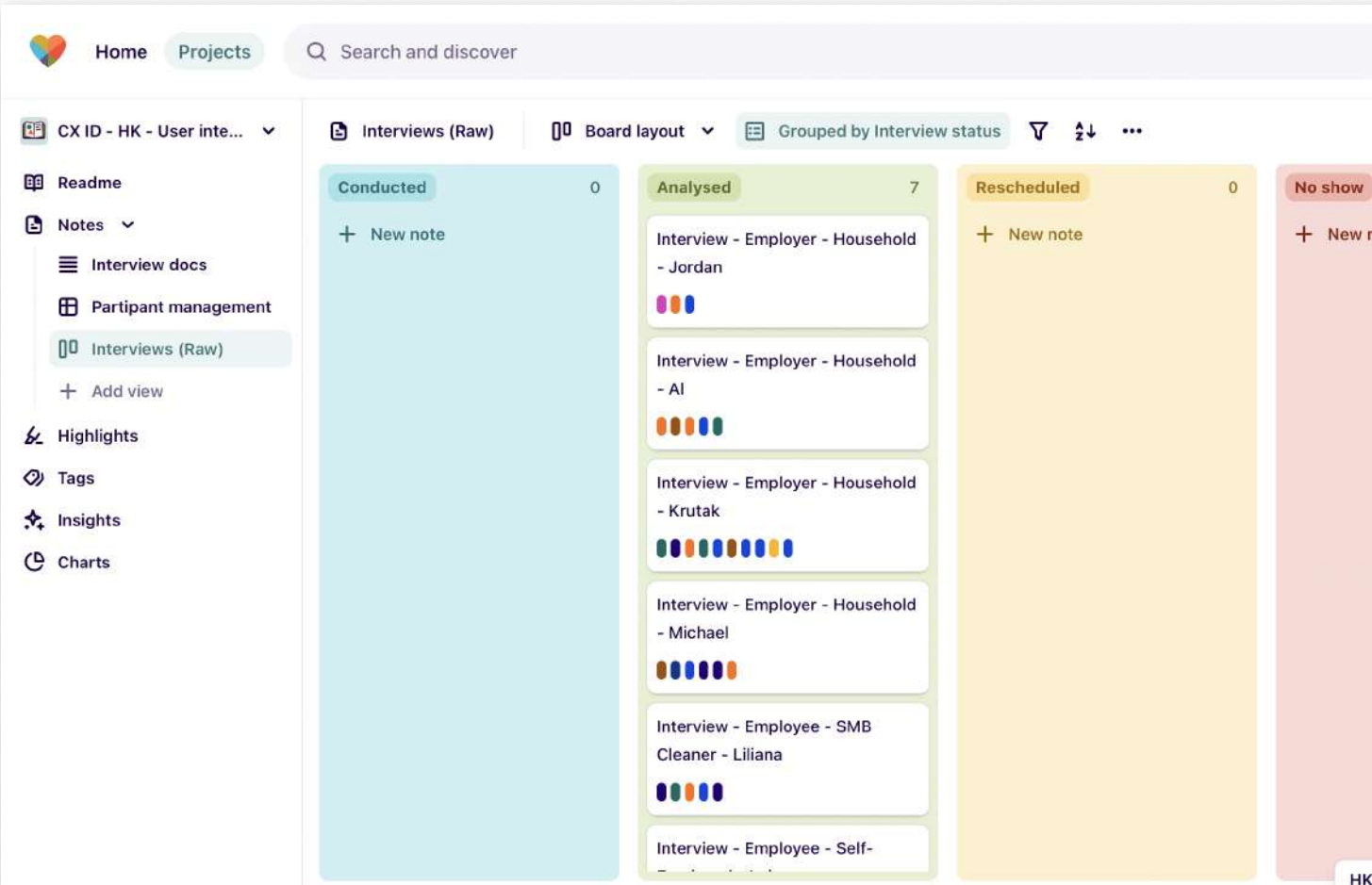
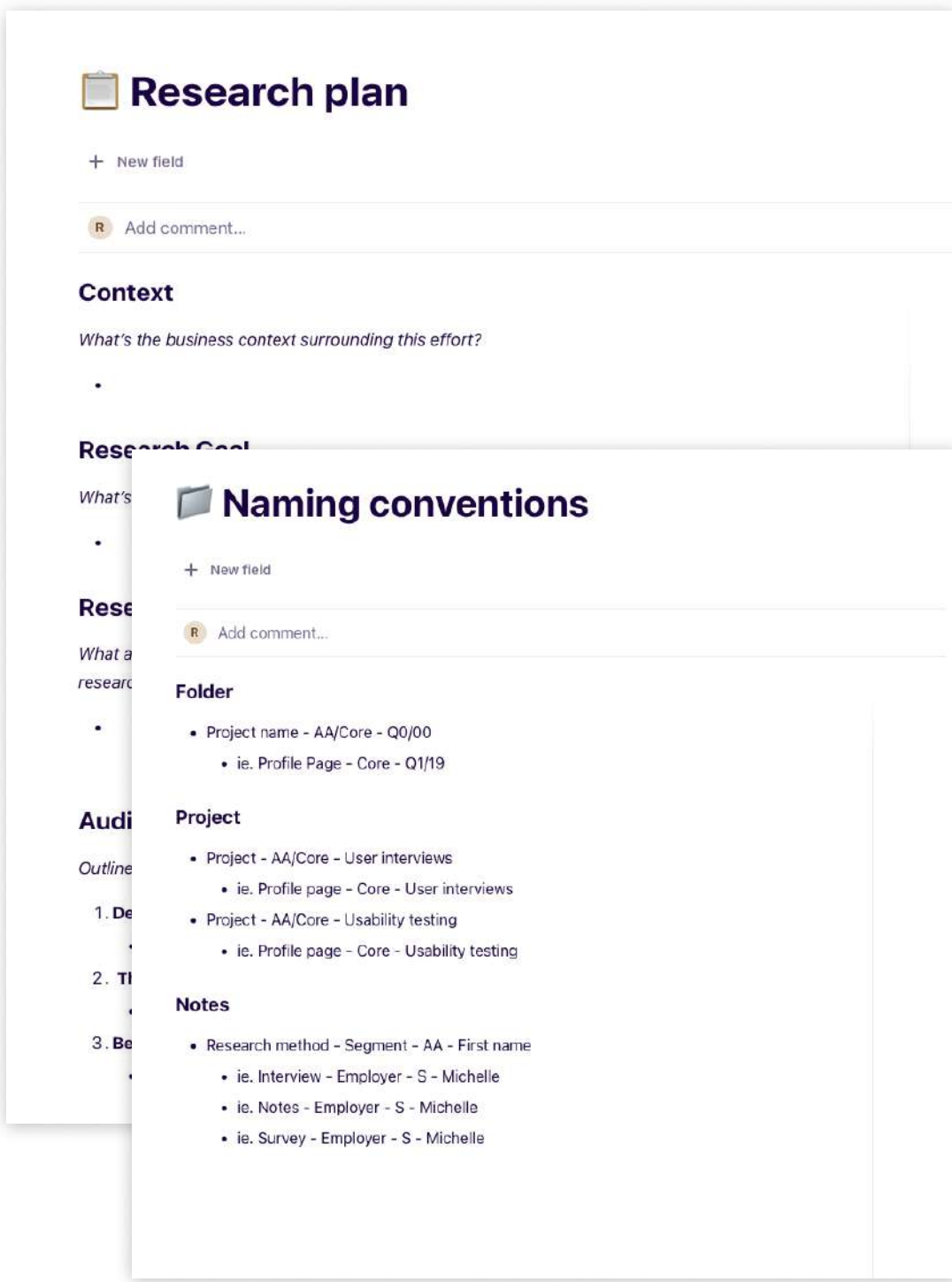
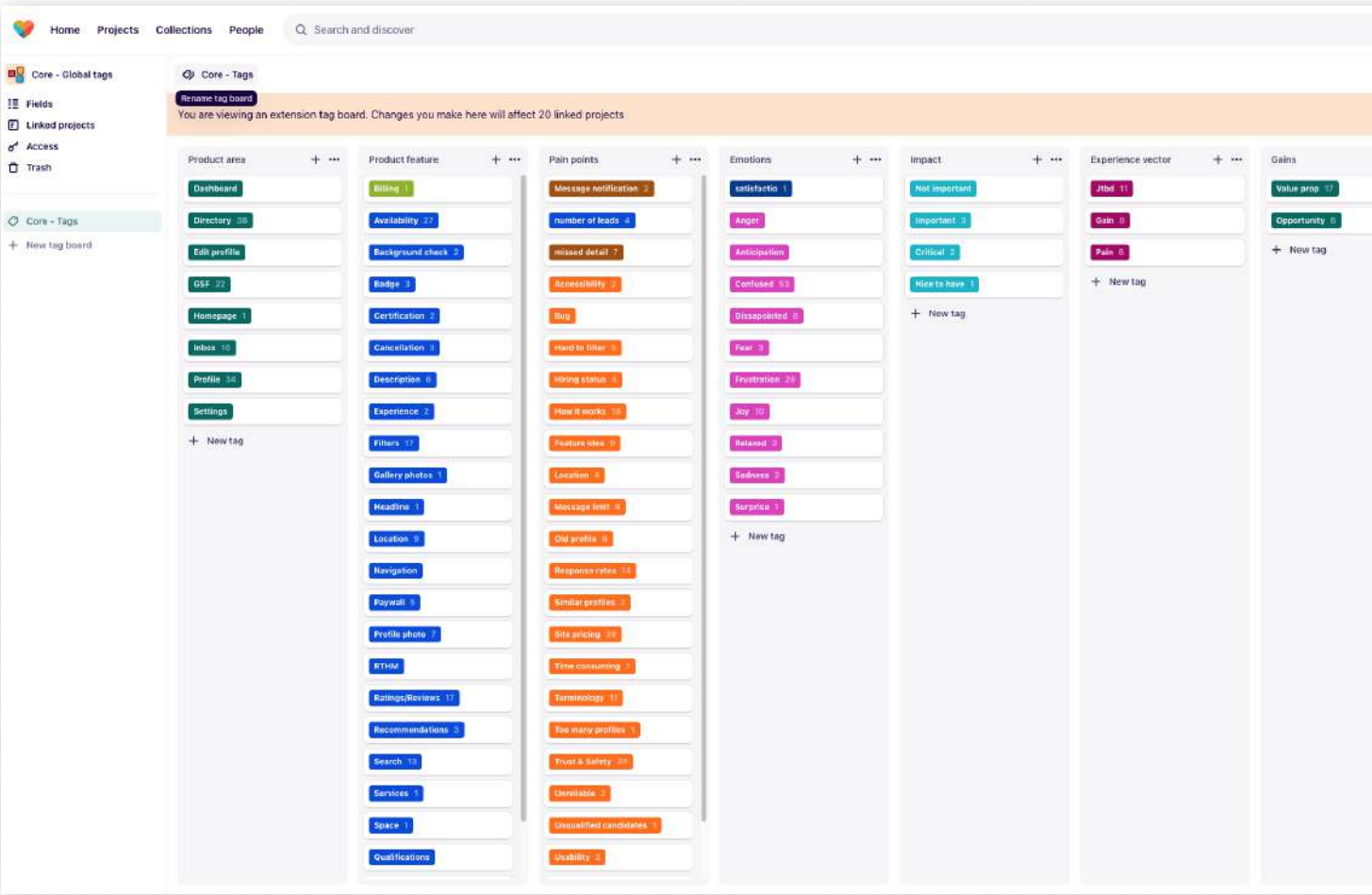
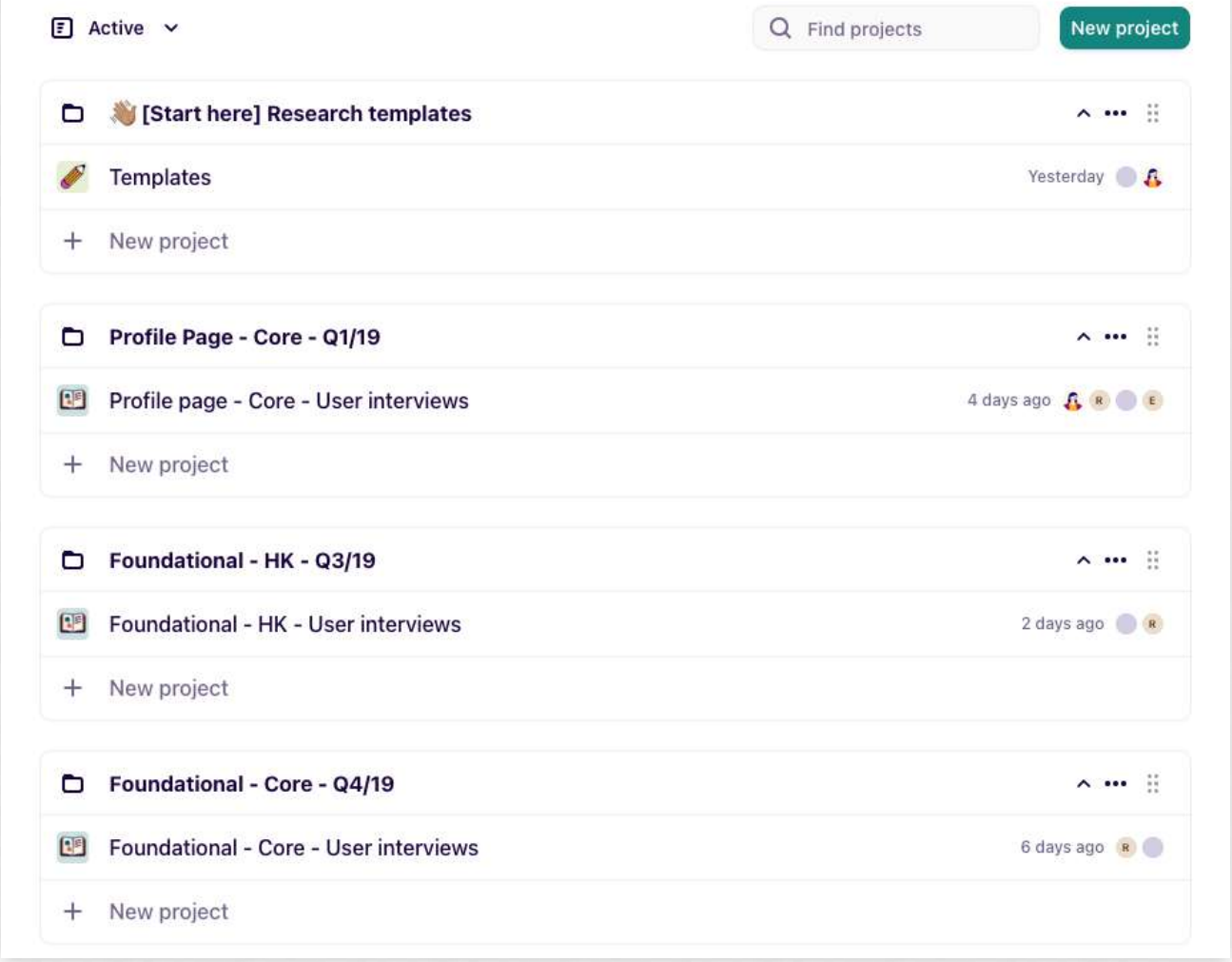
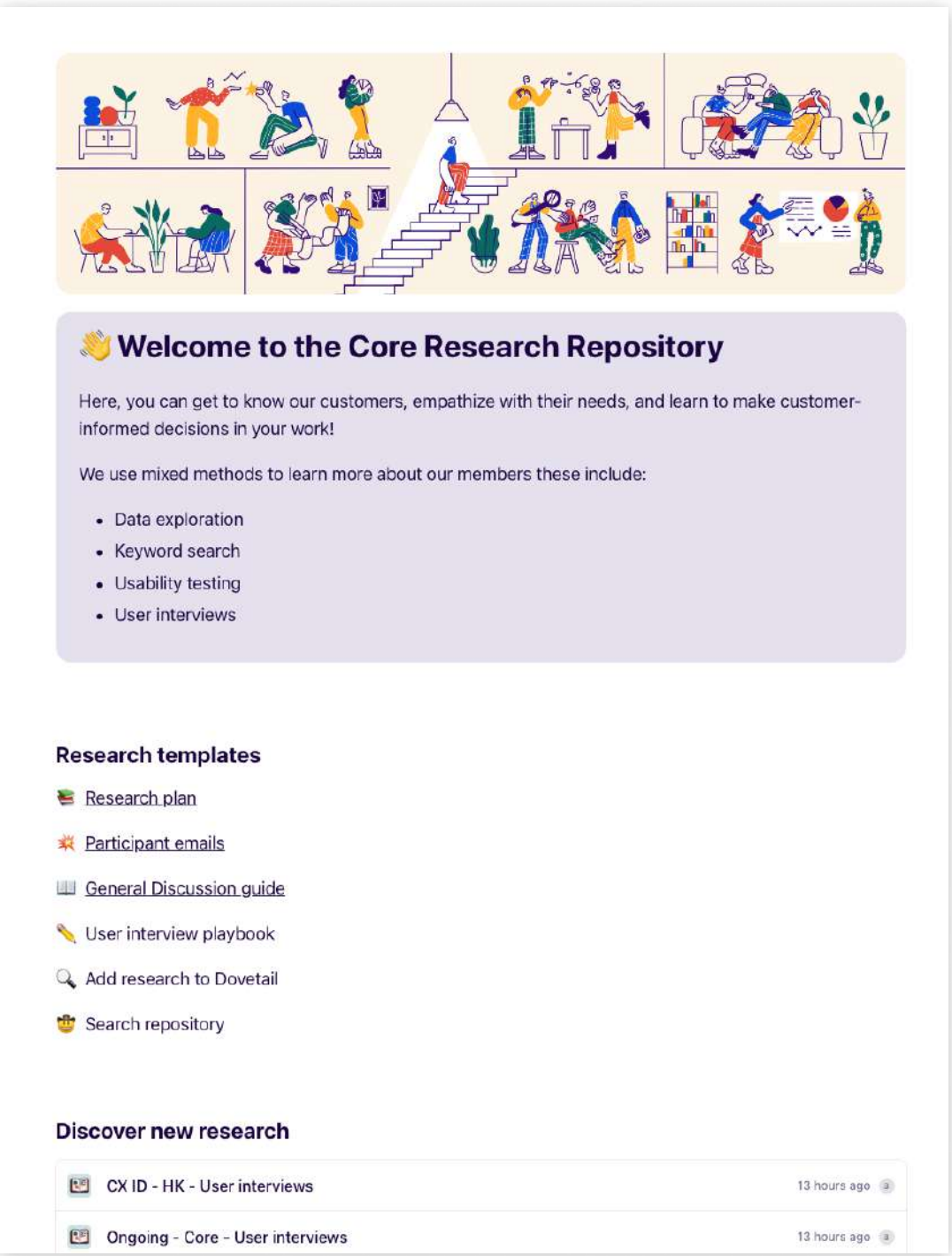
2022

ROLE: RESEARCH LEAD      COMPANY: CAREGUIDE

Advocated for and led the implementation of the company's first searchable Research repository.

The Core marketing, product and design teams and sister products can now look through previous research data, reports, and findings with one quick search.

Used with permission of CareGuide Inc.





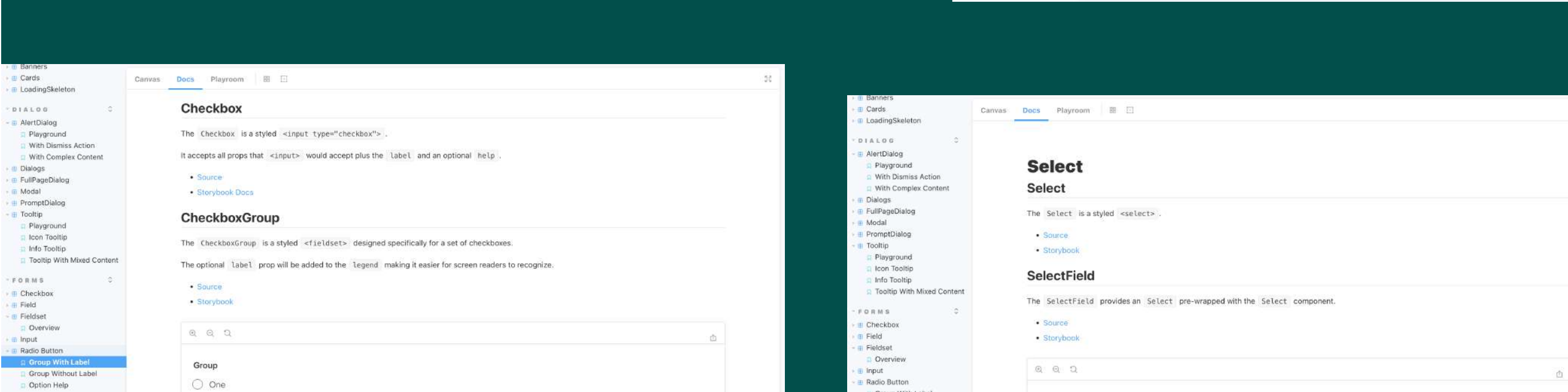
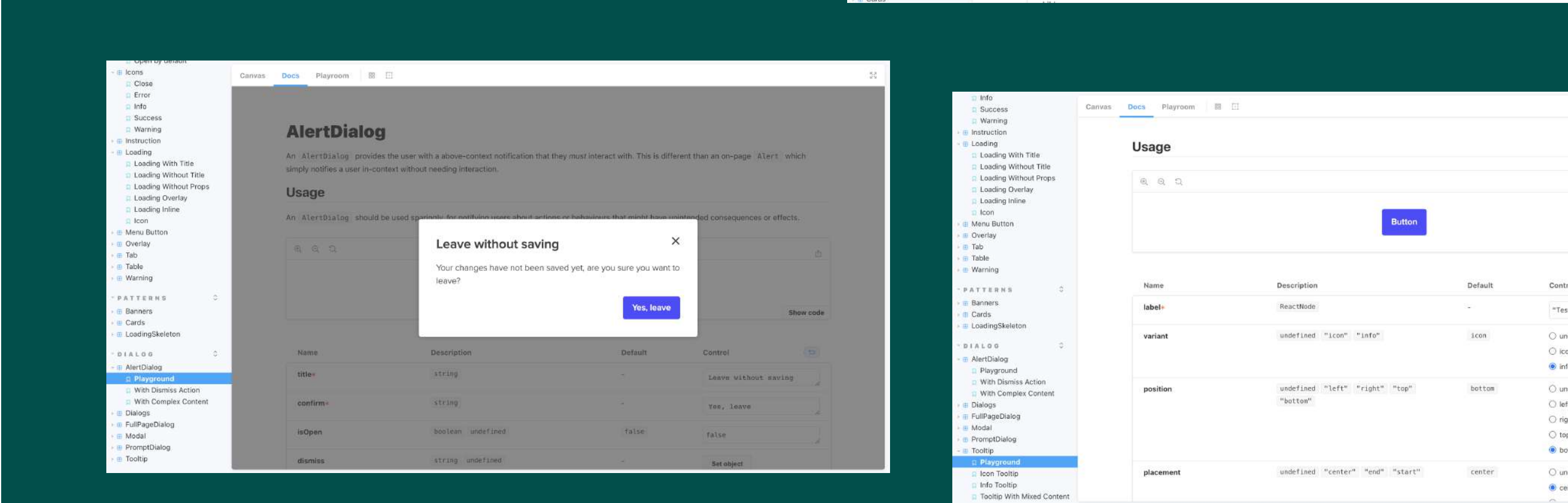
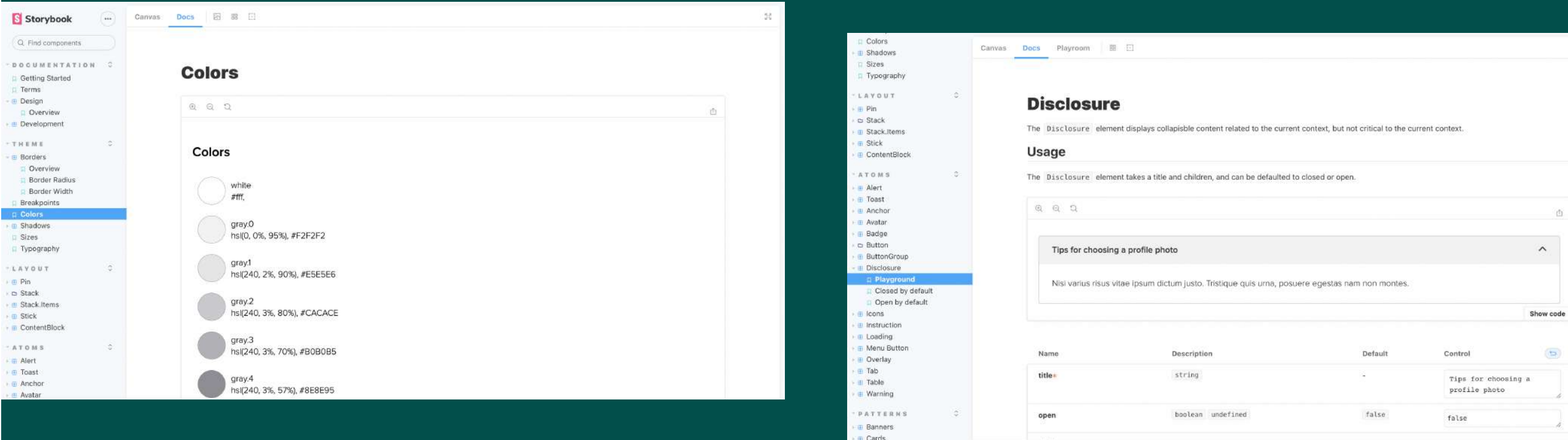
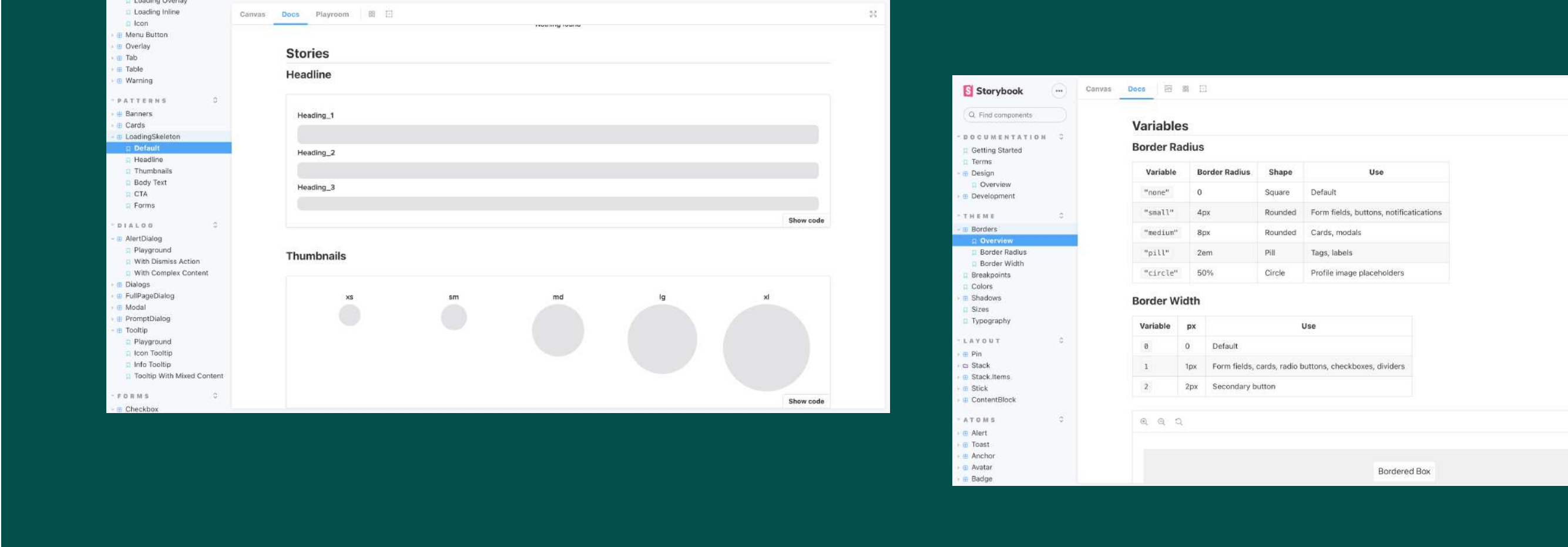
2021

ROLE: PRODUCT DESIGN      COMPANY: CAREGUIDE

Collaborated with the engineering team  
to launch the first iteration of the Core  
Design System.

It supports multiple brands and geographies with  
one shared code base. I also facilitated  
conversations to establish the systems  
contribution process.

Used with permission of CareGuide Inc.





I also got more involved in the local tech eco-system...

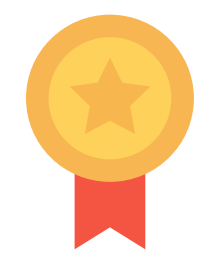
**I co-founded a community and led initiatives to foster change.**



2018

LATINX IN TECH TORONTO

Co-founded **Latinx in Tech Toronto** to strengthen visibility of Latinx in companies across the city and to foster diversity and inclusion.



- First meetup brought out **60+ participants**
- Principal Sponsor TWG
- Gold Sponsor Opencare



Latinx in Tech  
Toronto



2018  
HISPANOTECH TORONTO

Mentored professional newcomers  
through **HispanoTech**, to help them  
enter Canadian Tech and advance in  
their careers.



↗ Mentees



↗ Mentors

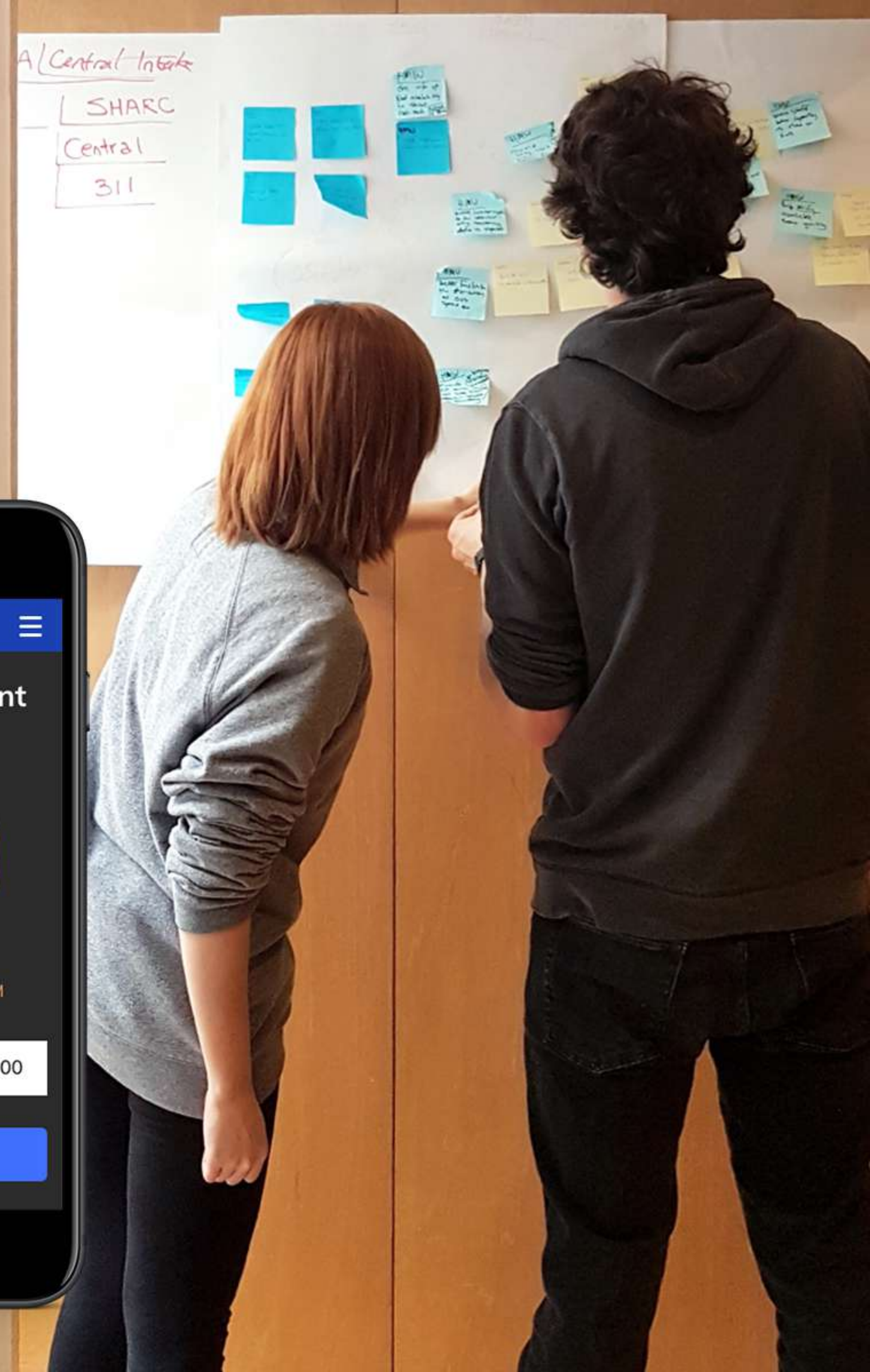
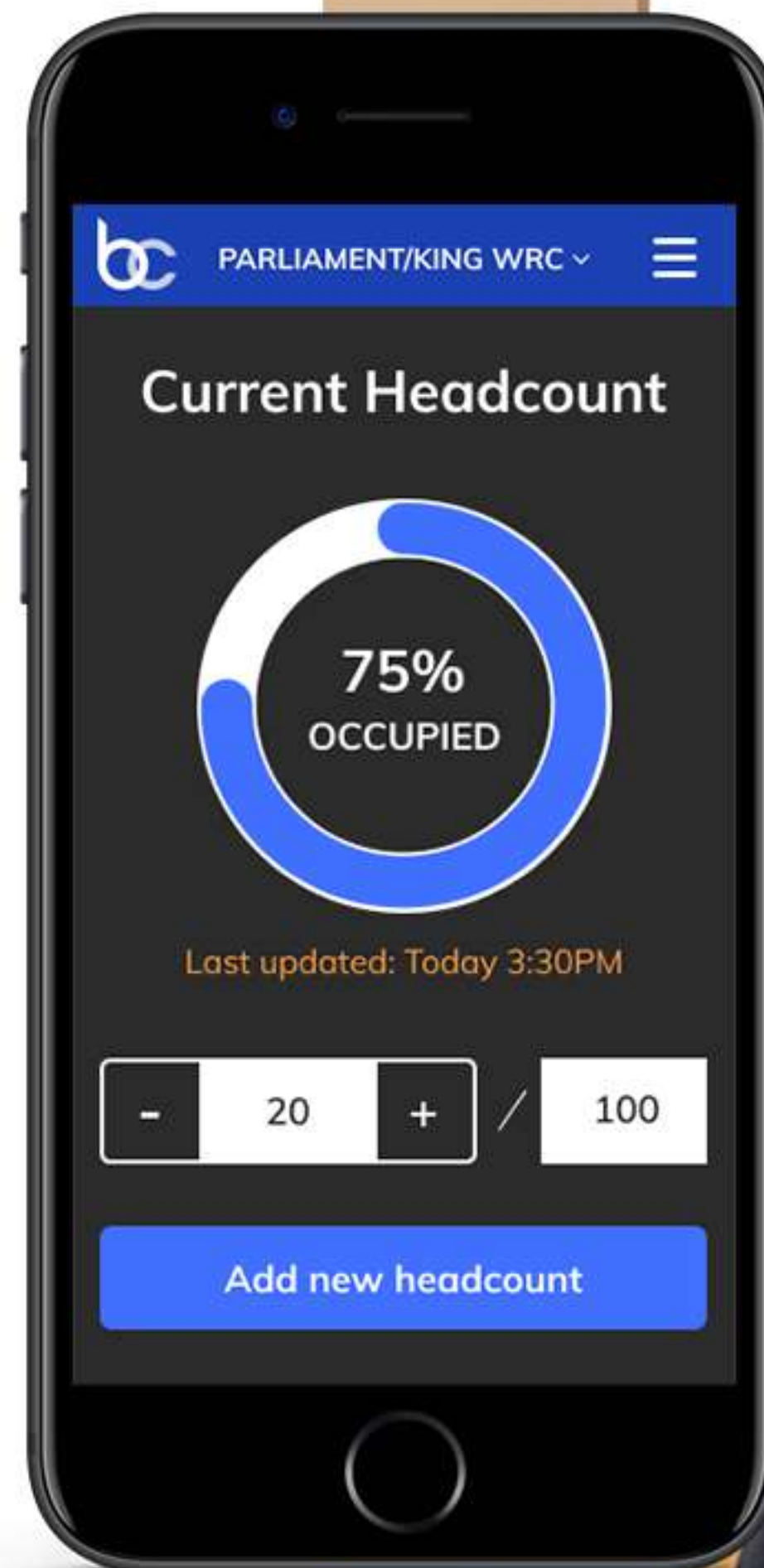


2018

CIVIC TECH TORONTO

**Facilitated design sprints and user research for [Civic Tech Toronto](#) to improve quality of services for people in the city.**

Part of Basecount team (formerly ShelterMap) who aims to gather and distribute real-time occupancy data for City of Toronto's Winter Respite Sites and Out-of-the-Cold centres.





2023-2018

Involved with communities and events that apply design and tech for good.



Sustainable Cities Hackathon - Founder's Network

Speaker

Delivered workshop on Rapid Prototyping with Marvel for hackathon participants.



Bridge School

Mentor

Collaborate with organizers and volunteer team to host UX professionals at quaterly events.



Hexagon UX Toronto

Event Volunteer

Collaborate with organizers and volunteer team to host UX professionals at quarterly events.



ADPList

Design Mentor

Help mentees find their next opportunity by providing feedback on resumes, portfolios and case studies.



#shout-outs

**A few things team members  
have said...**



# #shoutouts

Hey! I just wanted to send you a message before I left Slack. I've been impressed by you and how you've-grown our products and the design function on Core. You've really turned it into a product that's driven by user insights and design thinking. And that's such a hard thing to accomplish at this current scale. I can't wait to see how you, the team and the products grow in the future.

-

**Shannon**  
**General Manager @ NannyLane**

Huge shout out to Marjorie for getting up to speed so fast and already giving a much needed boost to our design standards and process.

We're so lucky to have you here! Onwards and upwards. And, our Figma files are finally getting the architecture they need. Thank you!

-

**Amin**  
**Director of Product @ CareGuide Core**

Two years feels like forever yet no time at all. You've literally re-invented everything about Core since you joined. The way we do research, the way we solve problems, our design language, how we work with engineering and and endless list of other things Really proud of what we are building here - and can't wait to see what we accomplish next.

-

**Ali**  
**COO @ CareGuide Core**

Hey folks, I wanted to give a shoutout to Marjorie, Jessie and Shannon. The first impression that you three (primarily) have created with our newest hires is so positive! They all seem stoked to be part of CareGuide, and that is in large measure due you all!

-

**Ken**  
**Chief Financial Officer @ CareGuide Core**



# #shoutouts

Huge shoutout to Marjorie for setting up a state-of-the-art ongoing research process for us. She thought about all steps, documented guidelines with different media and made them super clear and easy to follow, which empowers the team to conduct user interviews. I also appreciate the tips and words of encouragement. You have set us up for success!

-

**Qinglan**

**Product Designer @ CareGuide Core**

Shoutout to Marjorie! Besides being a talented designer, a wonderful human, and a great friend, her willingness to help does not go unnoticed. Some folks know I'm working on revamping our employee onboarding process, and Marj sent over some helpful information about what a great onboarding experience can look like. Thank you!

-

**Jessie**

**Manager, People, Culture & Belonging @ CareGuide Core**

A long overdue shoutout to Marjorie well for a lot of things! Right from when I joined, thanks for making me feel so welcome. Thanks for helping me climb the ropes. Thanks for the check-ins at every step of my first project. Thanks for being encouraging and supportive with my goals.

-

**Grishma**

**Product Designer @ CareGuide Core**

I'd like to take this opportunity to shoutout Marjorie. For some reason your voice always cheers me up, making every H2H and daily work enjoyable, even when we are doing something tough. Also thank you for your inspiring feedback, from product thinking, design, copywriting to user interview techniques and so much more.

-

**Qinglan**

**Product Designer @ CareGuide Core**



**Thanks for glancing at my story.**

**Let's collaborate!**

**[hello@marjoriecastro.ca](mailto:hello@marjoriecastro.ca)**