Andrew Douglas

Group Design Director · Head of Design, Appnovation

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Design leader shrinking the distance between an idea and its value. I lead product design for digital transformation — with Google, the U.S. Air Force, AstraZeneca, Sabre and more — on both the agency and in-house side. I set the bar, then help teams clear it, using AI-powered prototyping to put real products in front of real people sooner.

20+	100+	50+	10+	20M+
years leading design	designers led	enterprise clients	design systems	visitors to products shipped

EXPERIENCE

Group Design Director (Head of Design) · Appnovation

Sep 2022 – Present

Toronto, Ontario

- Lead design across the agency as a senior director reporting to the President: a design director runs the practice, with four design managers and eight designers.
- Set the creative vision and design standards; own the strategic direction of design for clients including Pfizer and AstraZeneca.
- **AstraZeneca**, 4-year partnership: redesigned AZ Brain so oncology reps get clear next steps instead of raw data — less time on analysis, better sales outcomes and internal awards.
- **Virginia Tech & Google Public Sector**: designed the GAP IQ prototype on Looker and BigQuery that helped secure funding; the platform launched in October 2026, open access worldwide.
- **Sabre & Google**: Performance Studio, a hotel-booking analytics dashboard on Looker and BigQuery, designed in Sabre's newest design system, Katana.
- **Deep Instinct**: grew a crowded dashboard into an accessible (WCAG AA) management console, alongside a re-architecture to React.
- **Semrush, BambooHR**: design systems built to carry a rebrand, a replatform and AI-assisted page building. **Octopus Cards**: a 2.5-year partnership delivering a self-serve loyalty engine.
- Introduced AI-powered prototyping so teams put real products in front of real people sooner.

Director, UX Design (Contract) · Bond Brand Loyalty

Aug 2021 – Oct 2022

Toronto, Ontario

UX/CX Director (Contract) · Info-Tech Research Group

Apr 2021 – Aug 2021

Toronto, Ontario

Accountable for the end-to-end member journey for every product in the ITRG portfolio of businesses.

Director of Product Management · iX.co, a subsidiary of Infront Media

Oct 2020 – Mar 2021

Toronto, Ontario

Led execution of the iX Corbine product vision — a digital experience platform and mobile-first engagement products — and the product management department.

Manager, TELUS Design System & Content Platform · TELUS Digital

Dec 2018 – Oct 2020

Greater Toronto Area

- Led the team behind the TELUS Design System: principles, UI components, tools and processes for web and mobile, with a community model for organization-wide contribution.
- Owned SiteBuilder, a reusable-component platform that lets teams build and publish high-quality pages in 45 minutes or less.

Manager, Design Practice & Culture · TELUS Digital

Mar 2018 – Oct 2020

Greater Toronto Area

- Hired, onboarded and mentored designers; aligned design rituals and critique culture; scaled design operations and set up the research practice in Toronto.

Sr. Manager, UXD · Manager, UXD · Rogers Communications

May 2017 – Feb 2018

Toronto

- Led UX/UI teams in Toronto and Montreal on omni-channel commerce experiences for the Rogers and Fido brands; hiring, coaching and performance.

Digital Creative Director · Rogers Communications

Feb 2015 – May 2017

Toronto

- Drove brand development, site traffic growth, web UI and advertising revenue for Rogers, Fido, Chatr and Sportsnet.

EARLIER

Art Director · Critical Mass 2014 – 2015

Art Director · Salt & Pepper 2009 – 2010

Sr. Art Director, UX/UI · CBC Television 2010 – 2014

Designer · OneMethod 2007 – 2009

EXPERTISE

Design leadership · Creative direction · Design systems · AI-powered prototyping · Product strategy · Data & analytics UX · Accessibility (WCAG) · Research practice · Art direction · Mentoring & hiring

SELECTED CLIENTS

Google · U.S. Air Force · AstraZeneca · Pfizer · Novartis · Nissan · Sabre · Semrush · BambooHR · Deep Instinct · Octopus Cards · Virginia Tech · TELUS · Rogers · MLSE · NHL

EDUCATION

OCAD University · Toronto