Rob Cottignies

Senior UX Designer & Researcher
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SUMMARY

UX designer and researcher with 6 years on multi-device, multi-persona B2B SaaS, and 10+ years in architecture before that. Led the UX team across multiple products, hired six designers, and took the FusionGO app from first research interview to a launch used by 150+ organizations.

EXPERIENCE

UX Team Lead · InnoSoft Canada, Kitchener

JAN 2024 – NOV 2026

Led the UX design team, aligning and delivering UX strategy for multiple products in a cross-functional environment.

- Led, mentored and managed a team of UX designers (three at its largest).
- Oversaw planning and execution of UX projects across products to keep them consistent and aligned.
- Established UX strategy, design guidelines and best practices for the organization.
- Restarted and led the FusionGO rebuild to its May 2026 launch: 150+ organizations, app store rating raised from under 2 to 3.9.
- Made the case for and oversaw a rebuilt design system with accessible client theming.

UX Designer II · InnoSoft Canada, Kitchener

JAN 2023 – DEC 2023

Oversaw UX design for several products and worked with the Director of Product on team workload.

- Redesigned the core registration flow, removing redundant steps: multi-person registration more than 2x faster.
- Improved instructor check-in usability, halving time on page.
- Led research and redesign of a native app and CMS for an add-on product: 200+ clients and 100,000s of users.
- Recruited and onboarded 4 entry-level designers in 12 months.

UX Designer I · InnoSoft Canada, Kitchener

JAN 2021 – DEC 2022

Owned design deliverables and UX research for several products.

- Optimized registration and login flows for the core product, cutting abandonment and halving time on page.
- Ran end-to-end research for an add-on product in development, clarifying goals and setting stakeholder expectations.

UX Designer · Communitech, Kitchener

SEPT 2020 – DEC 2020

Designed client websites, researching pain points to lift engagement and call-to-action use.

Architectural Technician & Administrator · Jersey, UK and Toronto

2005 – 2019

Gallaher Architects / EDP Design, then MMC Architects. Coordinated planning applications, drawings, trades and clients.

HIGHLIGHTS

3.9★ app rating, from under 2
150+ organizations on FusionGO
~72 SUS in testing, from 64.4
2x faster multi-person registration
6 designers recruited

SKILLS

User research & personas
Usability testing & SUS
User flows
Wireframing
Lo-fi to hi-fi prototyping
Interaction design
Responsive design
Accessibility (WCAG / AODA)
Design systems
Conceptual sketching
Agile delivery
Cross-team collaboration
Team leadership
Recruitment
Project management

TOOLS

Figma · Adobe XD · Miro · UserTesting · Claude · Granola · Google Workspace · Slack · Office 365

EDUCATION

Sheridan College, Oakville
IMM College Graduate Degree
Sept 2019 – Jun 2020

University of Liverpool
BA Architecture
2002 – 2005