



NICK LENKO

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nicklenko.ca

PROFILE

Tech obsessed, smart home living product leader who loves to launch useful software products and experiences that delight.

EXPERIENCE

VP of Product & Design, AdParlor; Toronto, ON — 2018-Present

- Partner closely with engineering, product, and operations teams
- Provide thought leadership to develop the right product strategy
- Collect and analyze feedback to shape end products
- Foster a culture of product innovation and excellence
- Mentor 15+ reports in their roles, and how make enact a strategy
- Meet with clients to pitch new business and gather product feedback
- Oversee the conceptualization, development and launch of SaSS offering

Director of Product Design, AdParlor; Toronto, ON — 2015-2018

- Managed Product Design, Client Design and Marketing Design teams
- Launched a creative-at-scale product + service initiative
- Measured KPIs and financial impact of features
- Ensured the highest standard of design and user experience

Product Designer, AdParlor; Toronto, ON — 2013-2015

- Designed and oversaw launch of new SaaS platform
- Implemented a design methodology and UI pattern library
- Advocated for tools to streamline the design-to-build process
- Hired additional product designers
- Rapidly produced multiple concepts and prototypes

UX/UI Designer, Achievers; Toronto, ON — 2011-2013

- Designed white label recognition platform for international customers
- Produced sketches, wireframes, mockups and prototypes
- Gathered and evaluated user requirements in collaboration with product managers, engineers and customers

Graphic Designer, Watt International; Toronto, ON — 2010-2011

- Designer on the McDonalds Canada account
- Designed initial concepts for digital motion menu boards
- Conceptualized and designed McCafé brand pieces
- Conceptualized and designed Filet-o-Fish "Get Hooked" campaign

EDUCATION

Digital Design Diploma, Vancouver Film School, Vancouver, BC — 2010

SKILLS

Attention to Detail • User Experience Design • Interface Design • Product Strategy • Leadership • Problem Solving • B2B & B2C Products • IoT Tech Social Advertising • Retail Marketing • Responsive Design • Typography

REFERENCES

References available upon request.