

# Ella Grant

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Staff Product Designer with experience across enterprise, fintech, and AI platforms. Confident in defining design strategy under regulatory and technical constraints, and aligning cross-functional teams around durable system standards.

## Experience

### Staff Product Designer • Square • Oct 2022 - Present

A world leading fintech platform, processing billions in payments annually

- Defined and led offline payments strategy serving 4M sellers, increasing adoption from 23% to 80% and materially expanding sellers' ability to transact without internet connectivity.
- Led design convergence of four independent Square apps into a unified platform, establishing shared system standards adopted across teams and reducing engineering duplication while increasing cross-product consistency.
- Launched Surcharging in Australia, a highly regulated feature to enable sellers to recover card processing costs automatically & unlocking \$250MM in potential GPV opportunities.
- Designed the seller experience for Square's subscription model overhaul, guiding all existing sellers into a new pricing structure and driving a 17% lift in SaaS MRR.

### Senior Product Designer • Ada • Oct 2020 - Oct 2022

AI-powered conversational platform, valued at over \$1B

- Led right-to-left interface redesign, retaining three at-risk accounts totalling \$700K in ARR and opening Ada's addressable market to Arabic and Hebrew-speaking prospects.
- Designed 15+ third-party app integrations with Shopify, Zendesk, and Okta, enabling personalized AI-driven conversations at scale.

### Product Designer • NuLogy • July 2018 - Oct 2020

Enterprise software behind the supply chains of the world's leading brands

- Led the design of Production Scheduling, launching to 15 beta clients and reducing scheduling time by an average of 4 hours/week.
- Designed and project-managed NuLogy's engineering recruitment site, increasing interview acceptance by 12%, with multiple hires citing it as a deciding factor in joining the company.

## Community

### Mentor • ADPList • 2025 - Present

- Ranked top 50 mentors globally (Q4 2025), supporting aspiring and early-career designers through 1:1 sessions.

### Lead Mentor • Juno College of Technology • 2021

- Mentored 20 UX design students, leading design critiques, Figma tutorials, and portfolio reviews.

## Personal Projects

### **Babushka Recipes**

- Built an AI-assisted app that translates handwritten family recipes into English, preserving generations of my family's cooking in a readable, searchable format.

### **Panic Ceramics**

- I run a small-batch ceramics studio, owning product design, brand, pricing strategy, marketing, and direct-to-consumer fulfillment; donating profits to charity.

### **The Expecting Playbook**

- Created a comprehensive parental leave resource for Toronto's tech community, including legal templates, policy case studies, and financial planning tools; recognized as a Top 25 Woman of Influence (2018).

## Education

**University of Toronto** • Bachelors of Science

**Juno College of Technology** • UX Design Diploma

**OCAD University** • Continuing Education, Illustration