

# Avery Levitt

## Staff Product Designer

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Staff Product Designer with 10 years in B2B SaaS. Built Roofr's CRM 0-to-1, with ~13x adoption growth in 27 months. Scaled the design system to 20,000+ weekly inserts org-wide. AI-native: Claude Code and Codex daily. Designs in the codebase, ships prototypes to staging.

## Experience

### Staff Product Designer @ Roofr

Jun 2024 - Current, Toronto, ON (Remote)

Lead designer for Roofr's CRM product squad, across 4 teams.

- **AI-native workflow.** Shipped Roofr's first Claude Code prototype in the real codebase (Custom Addresses, 2026): Figma mockup → HTML/CSS/JS prototype → deployed PR branch on staging, paired with a backend engineer. Brought all 10 designers onto the same workflow.
- **Design systems at scale.** 20,000+ weekly inserts org-wide. Led v2 rebuild on Figma variables, with dark mode at the token layer.
- **Cross-functional leadership.** Partner with product leadership on CRM roadmap. Mentor designers on first-principles thinking; raise the craft bar through weekly design review.

### Lead Product Designer @ Roofr

Mar 2023 - Jun 2024, Toronto, ON (Remote)

Led design for Roofr's CRM from concept to launch through research, IA, and execution: a complex product ecosystem with interconnected workflows, the company's expansion from measurement tool into the \$2B+ construction CRM market.

- **0-to-1 product launch.** Drove the CRM platform end-to-end. Adoption grew 182 → 2,439 teams in 27 months (~13x growth, no down months). Year-one: 1,500 monthly task completions and 33% paid-tier workflow adoption.
- **Cross-team adoption.** Scaled the design system across product and marketing teams: 400+ components, 15,000+ weekly inserts.
- **Design leadership.** Set up design-review cadence; coached designers on cross-functional collaboration and product sense.

### Senior Product Designer @ Roofr

Jun 2022 - Mar 2023, Toronto, ON (Remote)

Established Roofr's foundational design system and led design for measurement and reporting.

- **Design system v1.** Built Roofr's foundation from zero: 200+ components, 5,000+ weekly inserts.
- **Early AI work (2022).** Designed AI-assisted pitch-measurement tooling that raised satellite-measurement accuracy and cut delivery time ~7%.

## Experience (cont.)

### **Senior Product Designer @ Streampoint Solutions Inc.**

Sep 2021 - Jun 2022, Mississauga, ON (Remote)

Lead designer for Resiada. Designed interfaces, contributed frontend code, and built the Figma design system from scratch.

- **Resiada rebuild.** Rebuilt the wizard and booking workflow. Onboarding -5%, support tickets -8%, page-load -19%. Shipped frontend code.
- **No-code automation + platform search.** Designed Streampoint's visual rules engine and global search (2022). Rules engine cut dev config tickets ~85% in beta; search cut time-to-find ~20%.

### **Product Designer @ Streampoint Solutions Inc.**

Feb 2016 - Sep 2021, Mississauga, ON (Hybrid)

Designed features for an enterprise event-management platform. Led design and contributed frontend code on Resiada, the company's B2B hotel-block product.

- **0-to-1 launch + multi-year scale.** Built Resiada from concept through 2019 launch and multi-year iteration. SISO Event Innovation Battlefield winner. \$0 to six-figure year-one revenue.
- **Operational savings.** Saved ~\$50K/yr with a drag-and-drop email builder and template system for event marketing.

## Education

### **Bachelor of Commerce (Honors Business Administration)**

2011, University of Windsor