Mabel Kasunic

Product Designer

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(289) 440 2439
Toronto, ON
Portfolio
Linked in

PROFESSIONAL SUMMARY

Product designer who blends creative problem-solving, systems thinking, and hands-on making to design meaningful experiences. With a background spanning industrial, interaction, and service design, I'm curious about how emerging technology and AI can reshape the way we design, build, and connect.

EXPERIENCE

Twelve / Creative Lead & Brand Designer

APRIL 2026 - JULY 2026

- Led brand identity and visual direction across digital, print, and social media platforms
- Designed marketing campaigns, promotional materials, and branded content to strengthen audience engagement
- Created cohesive visual assets: graphics, menus, packaging, and social media content
- Collaborated closely with the team to develop brand strategy and customer-facing experiences
- Managed multiple creative projects in a fast-paced environment while maintaining brand consistency

Nike / Nike By You Experience Designer

OCT 2025 - PRESENT

- Guided customers through collaborative apparel and footwear customization experiences
- Assisted in designing personalized products across clothing, footwear, and accessories
- Fabricated and applied custom graphics, materials, and design elements in real time
- Created an engaging in-store experience through conversation, creativity, and one-on-one interaction
- Balanced craftsmanship, customer service, and brand storytelling in a fast-paced retail environment

Nike / Retail Sales Associate

SEPT 2023 - OCT 2025

- Delivered customer service and product support in a fast-paced retail environment
- Operated POS systems, processed transactions, returns, and exchanges accurately
- Assisted customers with product selection by assessing needs and recommending solutions
- Supported floor operations including merchandising, restocking, and inventory organization
- Collaborated with team members to maintain store presentation and enhance customer experiences

EDUCATION

OCADU / Bachelor of Design

SEPT 2021- MAY 2026

(BDES) Minor in Science
Graduating with Honors Distinction
Excellence in Student Leadership - Nominee
ACIDO Rocket Competition- Nominee

CERTIFICATION

TCPS 2 : Ethical Conduct for Research Involving Humans (2022)

CAPABILITIES

SKILLS /

Human-Centered Design
Strategic Thinking & Foresight
Brand & Experience Design
Research & Insight Development

SOFTWARE /

Adobe Creative Suite
Figma /Framer
Claude
VS Code
HTML/ CSS / JavaScript

WORKFLOW /

Concept Development
Rapid Prototyping & Iteration
Visual Storytelling
AI-assisted Design

ENGAGEMENT /

Client & Customer Interaction
Presentation & Communication
Project Management
Collaborative Facilitation