Gabriel Hendry

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I'm a senior product designer in Vancouver with 8+ years of experience connecting business needs and user goals through research-led design, from enterprise platforms to early-stage startups.

At All Purpose, I shape vision, build high-fidelity prototypes and deliver systems for clients like IBM, Telus and Boeing. As founding designer at Tato.ink, I own the end-to-end product experience.

Experience

All Purpose | Senior Product Designer and Design Lead
September 2018 to Present

Joined as a UX designer and grew into leading design and creative direction across dozens of clients. I lead teams of designers and content strategists, run research and present recommendations to senior stakeholders. Other clients include Brinkman Reforestation, Kingfisher Energy and FamilySmart.

IBM | Senior Product Designer (via All Purpose)
September 2018 to Present

Led research, strategy and design for flagship IBM experiences, including SkillsBuild, AI Level Up, IBM.com/Impact and IBM.org. On the SkillsBuild redesign, I directed two designers and a content strategist. Within three months of launch, new accounts per month rose 66% and learning catalog visits were 4.1x the previous peak.

Tato.ink | Founding Product Designer
October 2025 to Present

A startup replacing DM-based tattoo booking. Led artist research and redesigned the calendar, inbox, profiles and onboarding. Grew from 12 to 50+ active artists, handling 500 bookings a month, while support requests fell from about three a week to one or fewer.

Telus | Product Designer (via All Purpose)
May 2022 to January 2023

Ran user tests and an industry audit that shaped the deals and bundles template, sticky cart and checkout. The work is still live on telus.com and used by millions of customers.

Education

Simon Fraser University, School of Interactive Arts + Technology
Bachelor of Arts, Design

An interdisciplinary design practice bridging methodologies, user research, interactive systems, product strategy, branding and business impact.

SFU Dutch Design Field School
Honours program

8-month program in architecture, graphic, industrial and digital product design across the Netherlands, Northern Europe and Italy.