



EXPERIENCE

UX UI Designer

SEPTEMBER 2024 - DECEMBER 2024

WSIB Innovation Lab

- Collaborated with a team of 20 co-op students (design, development and communications) in creating proof of concepts and **explore emerging technologies**, like Gen AI, to **improve processes and experiences** for clients and employees.
- Led the design team in creating user research plans, facilitating interviews, designing high-fidelity mock-ups and conducting the dev handoff process.
- Prepared **product requirement documents** to align the teams and get stakeholder buy-in for projects.

Product Designer

MAY 2024 - PRESENT

UW Blueprint (Extend-a-family team)

- Furthered Blueprint's mission of **creating tech for social good** by partnering with the Extend-a-family non-profit to design a financial literacy platform for people with developmental disabilities.
- Took the project from **zero to one** by crafting lo-fi wireframes, user flows, personas, and establishing a **design system** with accessible design guidelines, leading to polished high-fidelity mockups.
- Committed considerable time to researching and implementing **accessible design** through the right use of language, colour, touch targets, layouts, etc.

Freelance Product Designer

MARCH 2024 - PRESENT

Interlane Logistics

- Collaborated with a product manager and 3 developers to **streamline key product flows** and homepage, reducing development time and enhancing usability.*
- For example, optimized loading times and reduced development effort by integrating Google Fonts.
- Employed a **mobile-first strategy** and drew insights from tools commonly used by older demographics, ensuring the platform resonated with the target market's preferences.

*Impact metrics such as bounce rate and conversion rate are currently unavailable.

Project Lead

MARCH 2021 - AUGUST 2022

Flying High Magazine

- Led a **cross-functional team** of 12 members (content, design & development) to create the first-ever digital magazine at Indian Language School.
- Supported design and frontend development teams to create responsive layouts, enhancing accessibility and user engagement.
- Aligned various stakeholders, resolved 6 high-profile conflicts and maintained an **91% team member retention rate** through empathetic leadership.

COMMUNITY

Hackathons: 1st place - UX Design Jam (by Sun Life Financial), 2nd place - TILE Design-a-thon (by UW Blueprint and UW UX), Participant in Hack the North

On-campus Clubs: Design Mentor @ UW Cube, Vice president @ GBDA Society, VP of Web @ UW Marketing Association, General Member @ UW Product Management Club

Volunteer: Team Lead & Volunteer Tutor - United for Literacy, Volunteer Notetaker - Student Accessibility Services

EDUCATION

UNIVERSITY OF WATERLOO

Global Business and Digital Arts, with co-op

SEPTEMBER 2022 - DECEMBER 2026 (EXPECTED), 4.0 GPA

Relevant coursework: UX Fundamentals, Frontend Development, International Business

GOOGLE (VIA COURSERA)

Google UX Design Professional Certificate

JANUARY 2023 - JULY 2023

Topics: UX Research, Inclusive Design, Prototyping, Figma and Adobe XD.

SKILLS

Design	Research	Tools
User Personas	Competitive Analysis	Figma
Information Architecture	Usability Studies	Adobe Creative Cloud
Wireframes	Technical	Project Management (Jira & Asana)
Prototypes		Brainstorming (Figjam & Miro)
Design Systems		
Interface Design	Frontend (HTML, CSS, JS)	
	C, Python	

CERTIFICATIONS

UX Design Professional Certificate GOOGLE (VIA COURSERA)	Certificate of Innovation "THE ZERO EXPERIENCE"
Product Management Certification AHA!	Emergency First Aid & CPR THE RED CROSS

